## PRINTERS' INK

Begintered U. 8 Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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B. A. I. S. 1924 with N. W. Ayer & Son

#### Building material

By THE law which attracts birds-of-a-feather, the Western Pine Manufacturers Association of Portland, Oregon, and N. W. Ayer & Son, of Philadelphia, have joined hands in a nation-wide building program.

The Association is furnishing Pondosa Pine, straight and stately sovereign of softwoods from the forests of the great Northwest's Inland Empire, for homes and factories wherever lumber is used. Advertising Head-quarters is supplying compelling art work and inviting text, with which to build Pondosa prestige, good-will and sales wherever the printed word is read.

The start of this work was made at bedrock—the giving of a distinctive name to this distinctively good lumber. We christened it Pondosa Pine, a contraction of Pinus Ponderosa, the botanical name of the species.

The present advertising effort is to drive the name, the trade-mark—two p's back-to-back—and the fitting phrase, "The Pick o' the Pines," into and through the preferences of architects, builders and home-owners, and double-clinch them.

Pondosa advertising is as far from the beaten trail of the conventional lumber announcement as are these giant trees from the busy haunts of men.

#### N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

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#### Were You Ever in Kearney, Neb. On a Saturday Afternoon?

IF you're nervous about driving a car in downtown New York or Chicago, don't try to drive in Kearney on Saturday alternoon! The streets are literally jammed with cars—everything from Packards to Fords—and 90 per cent of them belong to farmers.

The average wealth of those armers is \$33,771, and they drive to Kearney to buy—cloti g, food, radios, automobile accessories—everything that the city dweller buys, and of a better average quality.

The best way to reach the farmers around Kearney, and thousands of other trading centers, is through the two million circulation of the

### STANDARD FAREM UNIT

A National Medium with Local Prestige

#### It offers you:

The largest selective circulation in farm homes.

The most influential editorial alliance.

The greatest influence with farmers, country merchants and distributors.

Our comprehensive merchandising service through our 16 branch offices enables the sales manager to get his entire

Wallaces' Farmer
The Breeder's Gazette
Hoard's Dairyman
The Nebraska Farmer
The Pacific Rural Press
Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Barmer, St. Paul
The Progressive Farmer

Ransas Farmer, St. Paul
The Farmer, St. Paul
The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist

Standard Farm Papers, Inc. Wallace C. Richardson, Gen. Mgr. 307 N. Michigan Ave., Chicago sales and distributive forces back of his message to consumers in a way that produces profitable results.

A liberal saving in mechanical, clerical and space costs can be secured as we only require

one order-one plate-one bill.

We will welcome your inquiry for further facts.

Wallace C. Richardson, Inc. 250 Park Avenue New York

San Francisco, 547 Howard Street

## PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CXXXI

NEW YORK, JUNE 25, 1925

No. 1

## War, or Permanent Friendship with Japan?

The Silken and Golden Ties of Trade Make War Unthinkable in the Minds of Sane People in Both Countries

A Special Interview by James True with

#### Tsuneo Matsudaira

Ambassador from Japan

IN contemplating the possibility of war between the United States and Japan, it is important to consider that this country is the best customer of Japan, buying annually more than 40 per cent of all her exports. And it is even more important to remember that Japan is one of our best customers, importing every year a greater volume of American products than all other Pacific markets combined.

There can be no doubt that a declaration of war between the countries would annihilate this exceptionally profitable development of trade, and that, after the war was fought, it would require many years to re-establish the commercial relationship on its present basis. Doubtless, too, discussions of the possibility of war are retarding and jeopardizing the further expansion of our trade with Japan.

This country's present capacity for production demands foreign outlets; but when American manufacturers look abroad for markets they are surely not inclined to cultivate fields and establish relations that, in their opinion, may be destroyed by war at some uncertain time in the future. It is much the same with the Japanese producers; they are looking for permanent markets for their raw materials and manufactured products, and they, quite humanly, will

hesitate to buy goods from their potential enemies.

For years, noisy groups of writers and politicians in this country have warned the public of impending or eventual war with Japan. Some Japanese newspapers, in turn, have warned their country against the United States. And all this war talk has a tendency to weaken the friendship between the nations, a friendship that is the sole support of confidence and good-will, without which a permanent and profitable relationship cannot endure.

Therefore, it is imperative that the question of war between the United States and Japan be answered promptly and for many years to come. It is obvious that no one man of either country can answer the question of war, for problems of the kind are solved eventually only by the populations of the countries involved. However, it is generally assumed by the war protagonists that Japan will be the aggressor; therefore it may be safely concluded that the chief representative of Japan knows more about the prospects for war than any other man in this country and that he can, if he will, shed more light than any other on the eventual operative to the greater.

eventual answer to the question.

Quite recently, when His Excellency, Tsuneo Matsudaira, Ambassador from Japan, granted an interview for the purpose of dis-

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cussing the question, he expressed considerable surprise, not that PRINTERS' INK should be interested in the subject, but that the talk of war should persist after the occurrence of certain recent events which, to him, strongly and logically indicated the conclusion of the entire matter. He laughingly refused to consider the possibility of war over the passage by Congress of the existing Immigration Act, the "Navalist" plans, or Representative Britten's ill-advised proposal for a "protective conference of all white peoples facing the Pacific or interested in that basin." As President Coolidge successfully opposed the "Navalist" plans, and Congress expressed its disapproval of Mr. Britten's proposal, the Ambassador said that the President and Congress undoubtedly reflected the best thought of the American people, and that it was the hope of Japan that time would satisfactorily solve the difference of opinion regarding exclusion of Japanese.
"War between the United States

and Japan is inconceivable," he replied when I raised the question. "Its possibility is completely theoretical and entirely negligible. I cannot imagine the development of any situation, any problem that might involve the two nations, that could not be solved by peaceful negotiation and agreement. Japan's need for many years to come is for economic and industrial development. Besides many other facts that prohibit even the thought of armed force, we know that war with the United States would be neither an intelligent nor a profitable means of attaining our desires. Therefore, both peoples should set at naught the baseless opinions of

imaginative alarmists.

"The Japanese people and their Government are dedicated to a policy of industry and peace. Ours is an age of democracy. This is as true in regard to international affairs as it is to domestic politics. The practice of diplomacy has ceased to be a mysterious function performed by a few exalted personages. It has become a representative function, reflecting the views and sentiments of multitudes

who are, to no small extent, responsible for the creation and solution of international problems. Therefore, when the ideals and ambitions of the American and Japanese peoples are considered, how foolish is the talk of war between them."

Spoken like a diplomat, the war protagonists will say, in answer to this statement. They will probably declare that an expression of the kind is exactly what they expected, and that any other would be foolish from the Japanese viewpoint, since no loyal representative would suggest or mention the supposed secret preparations, concealed hatred and envy, and the economic necessity, which are the basis of their expectations.

#### HE IS NOT A DIPLOMAT

But Ambassador Matsudaira is not, in the old sense of the word, a diplomat; and in support of his statement he offered an abundance of undisputed facts as evidence of the value of his contentions. though he is a descendant of the Shoguns, those feudal aristocrats who ruled Japan through many generations, he fully expresses that democratic spirit which is the new and universal order of his country. With the utmost courtesy and frankness he answered all of the questions that were asked; he evaded nothing, and there was not the slightest suggestion of "diplomacy" in anything he said. In his attitude, manner and surprising directness, he resembled a successful American business man who was discussing and attempting to solve some problem of his business.

When the old bugaboo of the alarmists was mentioned—the necessity of Japan providing through armed conquest for her increasing "hordes" of population—the Ambassador smiled and mentioned that never before in the history of his country has the population attained such a satisfactory standard of living. Then he explained that his nation was convinced that war is neither a safe nor an economical means of territorial expansion, and continued:

"Those who talk of war in your





IN 1920 Yosemite National Park was known almost exclusively as a summer playground. In spring and autumn it was practically deserted, while its wonderful scenic and climatic possibilities as a center of winter sports were hardly dreamed of.

Today this beautiful Valley echoes to happy, human laughter every season of the year. Its four months tourist season has expanded to twelve. Last winter many a week-end found the Park accommodations booked to overflow.

People simply had not known the year 'round attractions of Yosemite. We applied the policy of the "Truth Well Told" with marked success.

### THE H.K.M°CANN COMPANY

Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES SAN FRANCISCO MONTREAL DENVER

country obviously fear a secret planning for war on the part of Japan. In our own country, also, we have a small class who attempt to promote the fear of war. Not long ago, when the American fleet held its maneuvers in the Pacific, a small section of our newspapers professed to find in the event something of portentous threat, but to all practical intents, nobody who is anybody in my homeland paid any attention to the would-be trouble breeders.

"As to any secret intention on the part of Japan, the mention of several recent incidents should illuminate the fallacy of any supposition of the kind. We have not only carried out every obligation imposed upon us by the treaties concluded at the Washington Conference, but have faithfully observed their spirit, in the conduct of our foreign relations. We have completed the scrapping of capital ships as required by the Naval Treaty. We have withdrawn our garrisons from southern China; we have restored Shantung to that country; we have pursued the policy of non-interference in China's internal affairs, and we are doing all that lies in our power to observe both the letter and the spirit of our pacts in all of our international dealings.

"Not long ago, we concluded a treaty of amity with Russia, and a detachment of our troops, stationed in northern Saghalien, has been withdrawn. Now there is not a single Japanese soldier on Russian territory. And more recently, we disbanded four divisions of our army in Japan, including more than 2.000 officers.

"Your Government and statesmen have repeatedly declared that America wants to live at peace with Japan, as with every other nation. Your newspapers and your people, with insignificant exceptions, do not want to breed trouble between the countries. On the other side, the Japanese Government and statesmen have iterated and reiterated the same sentiment, and our people and our newspapers, with slight exceptions, deprecate any idea of discord with this country.

"If more proof is required, let me add that the Japanese people are inherently a peace loving people. Before the opening up of our country, for more than 300 years Japan did not engage in a single war. That is comparatively a remarkable and a tremendously significant record. Hence, since we can logically eliminate the possibility of American aggression, I am curious to know who is going to start a war between the United States and Japan and who is going to fight it. I should not mind witnessing an American - Japanese war in which neither America nor Japan is involved. That would be a strange war indeed-a war of phantoms, of the things which some queer people are addicted to seeing in nightmares and daydreams."

#### VIEWS ON IMMIGRATION

Regarding the immigration question, which the alarmists have made much of, Ambassador Matsudaira said it is true that the Japanese feel deeply hurt over their exclusion from the Immigration Act passed last year, but their resentment never involved the question of war. To furnish an example of the expressions of the best thought of his country, he let me see a statement of the Japanese Foreign Minister, addressed to the Diet on January 22, This statement of Baron Shidehara reads as follows:

"It is evident that the United States and Japan should live in cordial friendship for all time, and co-operate with each other in the great mission of promoting the peace and security of the Pacific regions and of the world. We are confident that these views are shared by the vast majority of the American people. We regret the discriminatory clause Japanese in the Immigration Act of 1924. I explained in the last session of the Diet the circumstances attending the insertion of that clause and the views of the Government on the subject. question still remains unsettled. It should, however, be remembered that a law cannot be modified except by a law, and that under the

## What the Home Woman Reads

POETRY and novels she may read—but dearest to her heart are the publications that deal with housekeeping and home-making.

She is a practical person, and she wants to know practical things.

THE AMERICAN NEEDLE-WOMAN is to her what the trade journal is to the merchant, or the medical journal to the physician.

The home woman is far more interested in a new way of making a bed-spread or a new way to serve potatoes than she is in the latest political news.

If you want to advertise to the woman who will use your product—especially if your product is one which the smalltown woman can use—THE AMERICAN NEEDLEWOMAN offers an audience of 650,000 women who will be interested in anything which makes housekeeping easier or life pleasanter.

## THE AMERICAN NEEDLEWOMAN

Read and used by 650,000 women

WM. F. HARING Advertising Manager, 270 Madison Avenue, New York City. W. H. McCURDY, Western Manager, 30 No. Dearborn St., Chicago, Illinois.

constitutional system of the United States the legislature is entirely independent of the executive. It is obvious that continuance of discussions between the two govern-ments at this time will not in itself serve any useful purpose. What is really important in the final analysis of the question is that the American people shall come to have a correct understanding of our people and of our points of view. An impetuous mood or impassioned utterance will not conduce to an international understanding. There is no doubt that the same love of justice that American independence still continues to inspire minds of the American people. The day will come when this fact will be fully demonstrated."

It is not only impossible to find any threat or indication of a warlike tendency in this utterance, but Ambassador Matsudaira explained that it expressed the general belief of his countrymen in the proposition that all common problems may be safely left to the growing friendship of the two nations for

solution.

"Japan," he continued, "has achieved a great development in the arts and institutions of modern civilization, and has won that place, not by war but through peaceful pursuits. Because of the assiduous effort of a great number of young Japanese who have studied in this country, or at home under foreign teachers, including your countrymen, Japan has acquired much of the general learning and of the scientific knowledge of the West, and has wisely adopted many of mechanical devices.

"At the same time, our country has experienced a rapid progress in the field of trade and commerce, and a constantly increasing volume of trade has come to pass between our two countries. This exchange of goods is now the greatest trade that crosses the Pacific Ocean. And it is founded on mutual friendship, confidence

and good-will.

"The strength is this friendship was shown by the generosity which characterized the attitude of America after our great disaster of two years ago. What you did for us in the horrible days of stress and strain following the earthquake never will be forgotten by the Japanese people. We accepted the gifts for the relief of our distressed people not alone for their material worth, but also for the magnificent spirit which they represented.

"It was my privilege, as Vice-Minister for Foreign Affairs, to be in close touch with the great relief work in which your Government, your army and navy, your Red Cross, and, above all, your people, united their efforts. And I assure you that the Japanese Nation will forever treasure the memory of that wonderful manifestation of humanity and friend-

ship by America.

The Pacific, wide as it is, does not separate but links countries. It joins the two greatest industrial nations of the ocean. Your ships come to our ports laden with iron and steel, with engines and other machinery, oil, cotton and many materials. ships enter your harbors with silk and tea and many other goods. Last year, the volume of trade which passed between the United States and Japan amounted, in round figures, to \$600,000,000, placing Japan above France or Germany, and next only to the United Kingdom of Great Britain or Canada, in America's foreign trade.

"Your country, with its vast area and its large population, naturally buys from us much more than it is possible for us to buy from you. And yet I am proud that of all countries on the other side of the Pacific, Japan is the largest purchaser of American goods. Our imports from America are so far ahead of similar imports by other Oriental countries that they almost defy comparison.

"In 1922, Japan imported American goods to the value of \$218,400,000, while in the same year China, the Philippines, the Dutch East Indies, French Indo-China, British India and Siam combined, imported only

(Continued on page 169)

#### RELATING TO THE EAR

From "Poor Bob's Almanak"



If you have advertised in Brooklyn without generous success perhaps you may not have used the STANDARD UNION.

Why not do as the judge did who had before him a deaf

man who had been arrested for driving an automobile.

"I'll give you another hearing," said the judge.

And the man was delighted.

If you will give Brooklyn another hearing we'll be delighted—and so will you.

Advertisers stick to the Standard Union once they start.

R. G. R. Shinesman

## How the B. & O. Built a Market for Its New Flyer

A Comprehensive Campaign Plan Was Worked Out Which May Contain a Suggestion for Manufacturers

WHEN a manufacturer adds a new product to his line he usually can plan his advertising campaign so as to introduce the product to gradually increasing numbers of consumers. But when a railroad puts another big train on its schedule, the problem is to introduce the new flyer to all pos-

sible consumers at once.

You can build up production for merchandise as the market expands, but with a train it is different. You have the train, steam is up, the time-table says it will leave at 4:10 p. m. and off it must go. You can't hold it back on the chance that another paying passenger will show up later, and you can't call the trip off if the train isn't filled. Of course, you can add sections to it if it proves very popular, but that is like increasing the size of your factory. The first thing to do is to get the market, and getting the market is, for a railroad train, a question of getting it at once.

When the Baltimore & Ohio Railroad decided, a year or so ago, to put on the National Limited to run between Washington, Cincinnati and St. Louis, the road was up against the problem of how to give the new flyer a complete introduction in a short time. Last August, W. B. Calloway, passenger traffic manager, finally outlined advertising plans for the April 26 debut of the National Limited.

The plans were unusually interesting, not only because they called for a great amount of organization, but also because they showed a way to bring the train before all its public within a short time. From this angle the campaign may contain a worth-while suggestion for many manufacturers, inasmuch as the introduction of a new product frequently calls for similar methods.

The idea, as Mr. Calloway laid it before the general passenger

agents and local divisional passenger agents at the first meeting in Baltimore, was to put the advertising campaign on a military basis. Col. Walter V. Shipley, assistant general passenger agent at Washington, an authority on military transportation, chartered the organization. Mr. Calloway became general, and George W. Squiggins, general passenger agent at Cincinnati, headed the Western staff.

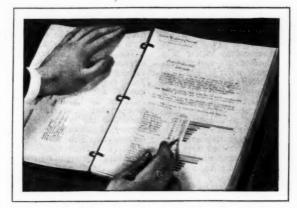
Colonels, captains, lieutenants, sergeants and privates were all created for the campaign, and newspaper, direct mail, magazine, outdoor and window poster advertising was put in charge of the

officers.

#### THE ARMY GETS INTO ACTION

Another general staff meeting was held in November, and after that, divisional staff meetings took place. Right after the first gathering, the "army" began action with "sniping." This was a directmail campaign for which each man picked a good list of Baltimore & Ohio boosters who used the railroad frequently. Sniping advertising was sent to these good customers to start them talking about the new National Limited Flyer. At the same time, a headquarters paper, something like the old army official "communiques," was sent out to all sectors to keep the entire "military" force acquainted with the success of other sectors in getting their part of the planning and organization accomplished.

A zero hour was set, April 12, two weeks before the train was to take the rails. And before this zero hour final staff meetings were held in Louisville and Baltimore. Results of the sniping were pictured to all the men working in the campaign, and the opening artillery fire of newspaper advertising was described. The men were told all about the anticipated ef-



## Are your customers 12 to 1

## for or against you?

THE owners of a certain business had decided that their product must conform to prevailing styles. Accordingly, they had designed and pushed models in which the feature that had been basic originally was obscured if not almost lost sight of.

But in spite of this effort to do what seemed to be the right thing, sales slumped. The situation became serious. They at length realized the need of finding out what people really thought about their goods.

A Richards Field Survey was undertaken. When it was completed, the findings left no room for doubt. Ninety-two per cent of those users who were interviewed said that they bought the product because of the features it had as originally designed. In other words, by a majority of 12 to 1 they didn't give a hang for style!

Although this case is extreme, it is our judgment based on experience that no manufacturer should try to decide marketing problems without first knowing exactly how his customers view his goods. Hence our first step in arriving at advertising and sales plans is to get the views of many people, sometimes thousands of consumers, retailers, and jobbers. This first-hand information, together with our recommendations, is called a Richards Book of Facts.

For the manufacturer, a Richards Book of Facts is a constant source of sales and marketing information. As one business head says, "Instead of guessing blindly, I now have a fund of practical information that provides a logical background for everything I do."

Our new book "Business Research" tells how "Facts first" may be applied to a business. Send for a copy.

JOSEPH RICHARDS COMPANY, INC. 247 Park Avenue New York City

An Advertising Agency Established 1874

Member AMERICAN ASSOCIATION
ADVERTISING AGENCIES

fects of the bombardment of the outdoor advertising and station posters. A picture was drawn showing the effect of the broadside which was to be delivered by an advertisement to appear in a national periodical two weeks after the train started. Each solicitor, practically a private in this railroad army, was given the number of families in his sector who were prospects for the train and who would be affected by the periodical advertising.

Then, after these divisional staff meetings, staff meetings were held in every town where there was a passenger representative, such as Dayton and Cleveland. In this way exact information and orders were given to the men right in the active sectors, and these men gave reports to their superiors on how the campaign was progress-

ing in their territory.

The zero hour found reprints of newspaper advertisements in the hands of all men responsible for their release. Posters were distributed, and direct-mail literature was ready to be sent out. Everyone from general down to privates knew his job, even if it were only to put fifty booklets on the table in a railroad station.

On Monday, April 13, everything was released at once. Newspaper announcements ran in all cities, letters went out through the mails, and posters went up in all the railroad stations. Towns along the B. & O. were covered with posters. At the same time, an off-the-line movement was made, and the railroad army directed attacks at cities like Springfield, Des Moines, Memphis and Nashville, to register there with people who go through the Chicago and St. Louis gateways to the East.

After the big attack, the advertising fire was carried on for six weeks with a constant bombardment in newspapers, direct mail and posters, and the periodical broadside was fired when the train had been running two weeks. The Saturday before the National Limited left on its first trip it was christened at Washington by water from the Potomac River, at Cincinnati by water from the Ohio

and at St. Louis by water from the Mississippi. An additional military tie-up was given the entire campaign by the fact that the train ran from Washington.

The basis of the campaign as directed against the public was old-fashioned courtesy and service. This notion was put over in general advertisements and then followed up by local newspaper tie-ups that impressed on each town that the railroad really ran from that individual town to the destination. This plan of stressing service from each town was continued throughout the campaign.

The first time out, according to railroad men, new trains are always filled up, so it is the later drop that must be watched in order to know how successfully a flyer has been put over. The Baltimore & Ohio road found, from reports of representatives and from reports of travelers using the flyer, that the National Limited already has become fairly well established as one of the country's big trains as a result of this six weeks' military campaign.

One of the important reasons

One of the important reasons for the success of this advertising plan, in the opinion of those connected with the B. & O. drive, is that it created a very necessary enthusiasm among all its workers during both the preliminary and intensive periods of work. The men fell into the military spirit of the thing, took orders from their so-called superiors, did their jobs without asking questions, and were genuinely enthusiastic about belonging to the National Limited army during its stretch at the front.

Twenty Mule Team Account for McCann Agency

The Pacific Coast Borax Company. New York, maker of Twenty Mule Team Borax, has placed its advertising account with The H. K. McCann Company, New York advertising agency.

Financial Account for George Batten Agency

The William R. Compton Company. New York, investment banking, has appointed the George Batten Company, Inc., to direct its advertising.

## Rhode Island's Food Supply

Rhode Island—noted for its density of population and the diversity of its industries—with its population 97% urban and 3% rural—depends upon outside sources for nearly all of its total food supply. Many carloads of foodstuffs are shipped into this state daily to supply the demand. This market offers great opportunities to manufacturers and producers of food products. The population is served through 1800 grocery and delicatessen stores. These stores are served through 23 wholesale grocers and 27 produce dealers with Providence as the distributing center.

## The Providence Journal and The Evening Bulletin

with a combined net paid circulation of 102,000 reach the great majority of English speaking families in Rhole Island which enable the advertiser to cover this market at one cost.

Flat Rate 23c a line

## Providence Journal Company Providence, R. I.

Representatives

Charles H. Eddy Company Boston New York Chicago R. J. Bidwell Company
San Francisco Los Angeles

## "More than a Million

THE average net paid circulation of the Chicago Sunday Herald and Examiner for the six months ending March 31st, was

1,120,294

This is the highest record ever attained by any American newspaper. It is the peak of a record that has been maintained at "more than a million for more than a year."

The vast army of readers who have contributed to this achievement are a prosperous class, a discriminating class for they pay more for the Chicago Sunday Herald and Examiner than they would have to pay for another newspaper.

## Chicago Herald

## for More than a Year"

National advertisers have the benefit of this Niagara of sales power at the lowest milline rate of any Chicago newspaper, daily or Sunday—in fact of any newspaper rate of standard record.

The advertising message of any manufacturer of a meritorious product, printed more than a million times in a single issue, placed in over a million homes, and read by more than three million people, will naturally be translated into sales.

64

Circulation Is Power
"BUY IT BY THE MILLION!"

## and Examiner

## What Do You Sell in Chicago?

If your product is included in one of the major advertising classifications, the leading and most effective medium for advertising it in Chicago is likely to be The Chicago Daily News.

For example, if you sell

### **FURNITURE**

you should know that The Daily News publishes more furniture advertising than any other Chicago daily paper. Of the total furniture advertising published in Chicago in the first five months of 1925 in the six daily papers The Daily News published 426,421 agate lines—96,390 lines more than were carried by its nearest competitor in the daily newspaper field.

The reason for this leadership is the superior advertising effectiveness of The Daily News, which reaches the great majority of financially competent buyers of Chicago and its suburbs.

## THE CHICAGO DAILY NEWS

First in Chicago

#### Trying Out Experiments in Newspaper Reproduction

Art Techniques Distinctively Different, Made Possible through the Everincreasing Technical Knowledge of the Engraver

#### By W. Livingston Larned

WHEN it was decided to open the new Zion National Park, in the Bryce Canyon and Cedar Breaks section, and tempt the public to discover for itself the amazing marvels of the place, the Union Pacific did some preliminary reasoning in the matter of

newspaper campaigns.

An imposing list of newspapers was to be used. Consequently the space, after the first two or three displays, had to be small, terminating with two and single-column advertisements. And everyone knows what a large newspaper page is when it comes to display competition. The small advertisement which does not take this competition into consideration is

sure to be swamped.

How could Zion Park displays hold their own against this mass of competitive material? At least a half-dozen essentials were compulsory. The art technique must be distinctive, different, novel. Here was one vital consideration. There must be some unifying idea which would provide continuity and serialize the campaign. The small advertisements would require absolute originality as to art composition. The power of that small space to "stand out" would depend very largely on the arrangement of the component parts of the advertisement in their relation to other advertising in juxtaposition. The stories to be told were by no means brief, which offered still another problem in the matter of typographical arrange-

But see how shrewdly an advertiser may approach just such a puzzle as this. First came the selection of certain remarkable photographs from which the artist could work, in preparing his original illustrations. They were chosen for their adaptability to strange and unusual compositions. Pinnacles of colored rock might rise up one side of a display. Cathedrals of brilliantly hued stone permitted unique mortises; longrange vistas of canyons automatically framed spaces for text.

Next came the art technique. With 70 per cent of the advertising illustrations appearing, in pen and ink, dry brush or poster blacks, it was obvious that mere duplication of these mediums would not provide the essential individuality. There must be contrast; there must be a technique which would be wholly different from the conventional.

An artist, skilled in landscape subjects, reduced those amazing Bryce Canyon pictures to terms of three bold contrasts: grey, white and black. By wise handling, it was possible to secure poster illustrations of a most striking type. They were painted in lamp black and tempera.

#### THE ENGRAVER HELPS

The engraver played an important part at this juncture, for the originals were finally rendered in line, not halftone, and sparkled in reproduction. With the use of Ben Days, stippling, high-lighting and other manipulation, the most complex scenic compositions stood the test of newspaper reproduction. Too much may not be said, incidentally, of the more recent investigative efforts of the professional engraver. With perfect sympathy and understanding, he has stood by the side of the artist, working in his behalf and intent on making practical that which is created. The handicap has always been: "We can give you individuality of technique, but it will not reproduce successfully

on newspaper stock. You will al-

Lastly, in the Union Pacific Zion Park series, a catch phrase assisted in providing display originality. Because of the beauty of the section and its multi-hued splendor, it was called "The Color Palette of

the Continent." And this phrase was handlettered within an artist's palette, brushes,

Sometimes this palette's outline formed a natural and artistic mortise for text; at other times it was made to hold the illustrative feature.

Typography was distinctive, because of the frames provided by the illustrative compositions. Thus one advertiser met his problem squarely and conquered every difficulty. The Zion Park campaign has attracted attention everywhere because it was "decidedly different."

This last year, newspaper advertising has brought us any number of innovations which, but a few years ago, would have been considered out of the question. In almost every case, the engraver has had as much to do with the picture, as has the artist himself, because engraver has made difficult subjects practical for poorpaper printing.

A consideration of some of these mediums will prove educational to advertisers who have always longed to put magazine quality into newspaper advertising, with emphasis on the art embellishment.

Although the process is by no means new, comparatively few advertisers appear to understand what can be accomplished through the medium of newspaper halftone

effects. And they are actually not halftones at all, although they suggest them and their realism, where photographic copy has been employed as the base.

The advertiser secures a photograph, let us say, which he feels will make convincing magazine



## The Way to Zion Is Now Open

ZiON National Park, Bryce Canyon National Monument and Ceda Emails are easily accessible at last Hérer are mountains and caryon tumbled together in a wetter of cool like a closules lateledoscope. From mids, temples, castles built by nature and striped like the rainbow Amphithetures where the wizardy of evision has curved out dashing fairy clies more beautiful than Babylon or Begdad! Delicate status; which no artist can treal.

Here, too, is a lingering frontier of empurpled distances with quaint Mormon villages, Indians, wild horses, extinct volcances and mysterious cliff dwellings.

Come with us this summer to Southern Utah, See the Great Massician.

#### ZION NATIONAL PARK Bryce Canyon-Cedar Breaks

Experience the thrill of the discovere the pioneset Only a few have been them— —the trip was too ardnoon. Blot for 1932 to the Union Pacific has made at consfort able, provided meter to true your goal meds and the latent style of National Park ledges and dusing comes. Bide trips may be arrunged to the Newth New of Grean Carrent a through the faces.

sumberies deer aud of the beautiful white-tail agenred. Let us the second of the beautiful white-tail agenred. Let us the second of the Let us tell you about low nummer fares and personally excerted all-expense tours much low easily you can combine the true much low easily you can combine the true with tours to flaft Lake City. Yellowton. California or the Model Northwest.

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Cleo R. Lesseer, General Agent, Passager Dept. 1921 Gertand Bidg., 58 S. West-septes Street, Chicago

## Union Pacific

ART, TYPE AND LAYOUT ALL COMBINE TO MAKE THIS
ADVERTISEMENT DISTINCTIVE

copy. A line drawing from it will not mean the same thing. Much would be lost. He has a list of several hundred newspapers in which this series is to appear. Many of them are admittedly poor as to paper, make-ready and printing.

Engravers have found a way by which such subjects can be safely handled, regardless of newspaper conditions. It is a rather roundabout method, but it always proves

successful. First, a halftone is made from the original, no retouching having been done on it. This halftone is just one-half smaller than its final scheduled reproduction. Now an artist takes a proof, on glazed paper, and



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THE ENGRAVER MADE HIS PLATES DIRECTLY FROM THE ARTIST'S ORIGINAL PENCIL SKETCHES

works over it. He touches in blacks, he paints in whites, and then provides emphasis where contrast is essential. If a border or any decorative effect is desired, that is also introduced on the proof.

This done, the engraver makes a line plate from the halftone proof, enlarging it one-half. This, of course, enlarges the halftone screen and makes it possible to do the job on copper or zinc for line When you see a reproduction. "halftone" successfully printed

on newspaper stock, the chances are that it has been handled in this manner. It is not actually a halftone, although the original was that.

That advertisers should seek ways and means of arriving at a practical application of the halftone medium for newspapers is not to be wondered at. things there are which seem to demand this touch of realism. No line illustration serves the same purpose. There's something miss-

ing, always,

The use of Ben Day has increased recently, because advertisers have learned how to apply it. The Ben Day book is alluring. There are innumerable patterns and they seem to indicate character which would be impossible without it. But these patterns are not always to be trusted. As applied to the actual original drawing, where reduction is necessary, they are nearly always dangerous. This reduction changes their char-They "muss up."

But designating where areas of Ben Day are to be employed on a tissue overlay and having the engraver attend to this detail means all the difference in the world. This brings a faithful replica of the pattern as you see it on the pattern tabs. There is no reduc-

tion.

Ben Day, treated in this way, is actual size. The tone is printed right on the metal itself. is no opportunity for deception or misunderstanding. Thus, an illustration for newspaper use is drawn almost in pen outline, and the artist himself suggests where these tones and patterns are to be in-troduced. The engraver does the rest, following his color chart and the numbers in the Ben Day book.

Highlight halftones have been the salvation of advertisers who grow restive under the restraint of pen and ink and its inevitable sameness. It is no more than a drop-out of whites, thereby making sure that what the artist draws is reproduced exactly.

But now the artist may use pencil, crayon or charcoal and need not fear, even if there be areas

which would seem to call for halftone plates of the most subtle character. What he sets down on paper will be finally shown on the newspaper page, and there will be

no smudging.

This year it was decided to advertise Monterey Peninsula in all California newspapers and in newspapers of States which were adjacent. It was a home community and the picturesque character of the place was the one thing the advertiser had to sell. Pictures were, indeed, more important than words.

An artist was sent out on a sketching tour of this beautiful realm and the newspaper illustrations were made by the engraver direct from his original pencil sketches, in a sketch pad.

They still held all the charm of first spontaneous artistry when they appeared in newspapers. And, better still, they resembled no other series of advertisements in the newspapers. There was that marked difference which is so important in newspaper advertising today.

A series of two-column newspaper advertisements has attracted attention because of the art technique employed, despite the fact that there was nothing startlingly new in the process. The engraver deserved the real praise.

Heads of people drinking coffee were shown large in the two-column space, and originally drawn in black silhouette. The engraver, however, stippled them, in his plate-making, ran Ben Day pat-terns across them, leaving certain portions in solid black, and the result was most interesting.

There is a tendency to get away from the conventional line illustration for newspaper use. These unique techniques, however, are always a perfect collaboration between the artist and the engraver. The former has in mind what the latter can and will do. And he works accordingly.

> Walz Agency Appoints C. E. Good

C. E. Good has been appointed production manager of the Walz Advertising Agency, Inc., Buffalo, N. Y.

#### L. S. Gillham Agency Reorganized

The L. S. Gillham Company, Inc., advertising agency, with offices at Los Angeles and Salt Lake City, has been reorganized and has become affiliated with the Hamman Advertising Organization, Inc., which includes the Johnston-Ayres Company, Inc., San Francisco advertising agency, and K. L. Hamman-Advertising Oakland. K. L. Hamman, head of the Hamman Advertising Organization, Inc., in addition, has been made president of the Gillham agency.

L. S. Gillham will remain in active

L. S. Gillham will remain in active charge of the agency. He has been appointed vice-president of the Hamman organization and will act as general manager in Los Angeles. M. C. Nelson will continue as manager of the Salt Lake City office.

#### New Advertising Business Started at Rochester

Hughes, Wolff & Company is the name of a new advertising business that has been formed at Rochester, N. Y. F. A. Hughes is president; John F. Bush, Jr., vice-president; John P. McCarthy, secretary, and Edward Wolff, treasurer. Mr. Hughes, Mr. Bush and Mr. McCarthy were recently with the Lyddon & Hanford Company, Rochester advertising agency. Mr. Wolff has been manager of advertising and sales of the Adler & Sons Company, Milwaukee. Milwaukee.

#### Eastern Edition of "Capper's Weekly" to Change

The Eastern edition of Capper's Weekly, which is published at Washington, D. C., will be changed to Capper's Magazine and will be issued monthly starting with a July number. The circulation of Capper's Magazine will be in the territory east of the Mississippi. Capper's Weekly, as before, will be published at Topeka, Kans., and will be circulated in the territory West of the Mississippi.

#### Eversharp Account for Erwin, Wasey

The Wahl Company, Chicago, maker of Eversharp pencils and Wahl fountain pens, has appointed Erwin, Wasey & Company, Chicago advertising agency, to direct its advertising account.

#### Newtile Account for Harry C. Michaels

Asbestos Limited, New York, manufacturer of Newtile, has placed its advertising account with the Harry C. Michaels Company, New York advertising agency.

John T. Major has joined The Mills-Broderick Printing Company, Grand Rapids, Mich., as copy service and contact man.

## To thicken your sales volume in Philadelphia

Philadelphia stands foremost among American cities as fertile ground for advertising campaigns.

The majority of Philadelphia families live in separate dwellings, most of them own their homes, and all of them are responsive to any advertising that offers them ways and ideas for improving their home facilities and equipment.

More than half a million separate homes in the Philadelphia area constitute a vast market for paints, for home supplies and equipment, for electric washing machines and electric pianos, for furniture and carpets, for soaps and toilet articles, etc.

If you make or sell anything for the home, and it is on sale in Philadelphia, thicken your sales volume by constant advertising in the newspaper that goes daily into nearly every Philadelphia home—The Bulletin.

#### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



518,357 copies a day

Average daily net circulation for the year ending December 31, 1924.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Building (46th St. and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
Sam Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.
Kansas City, Mo.—C. J. Edelmann, Verree & Conklin, Inc., 1100 Davidson Bldg.

(Copyright 1925-Bulletin Company)

## 15,000 Baltimoreans

■ No wonder the Sunpapers rank high in travel advertising. They have an audience that travels. And not only to Europe—but to California, to Colorado and the Canadian Rockies.

 They return home with a liking for travel, with a wider vision alive to the best in life and in the arts.

Mother wants to redecorate the old home; Daughter must have a new car; Son has a list of biographies he must read. Even Father has felt a change. He succumbs more easily

### -in Europe

to fancy cooking. He can talk dress with the best of them—Paris fashions and London models.

This is the wide-awake market you address when you place your advertisements in the Sunpapers—up and coming Americans, who want a better toothpaste, the latest thing in breakfast foods, some new refinement in dress, or house furnishings.

Average Net Paid Circulation for 6 Months Ending March 31, 1925

> Daily (M & E) 247,320 Sunday - - 182,031

A Gain of 3587 Daily and 4527 Sunday Over Same Period a Year Ago.

Everything in Baltimore Revolves Around

THE

SUN

MORNING

**EVENING** 

SUNDAY

JOHN B. WOODWARD Bowery Bank Bldg., 110 E. 42nd St. New York GUY S. OSBORN 360 N. Michigan Ave. Chicago

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#### Milwaukee-First City in Diversity of Industry

## You May Not Sell Coffee, But—

EVERY advertiser will be interested in package coffee situation Greater Milwaukee, revealed in The Milwaukee Journal 1925 Consumer Analysis. Out of 93 brance on sale, three do more than half the total busibess. One of these three brands has been advertised in The Milwaukee Journal exclusively during the past three years Practically all of the advertising of the other two leading brands during that time has also been concentrated in this newspaper. Here, again, advertisers have further proof of the superior selling power of The Journal in the rich Milwaukee-Wisconsin market. This newspaper alone is all any advertiser needs for thorough coverage at a single low advertising cost. Get the facts on your line!

Read by more Milwaukee and Wisconsin people than any other publication in the world. Journal FIRST- by Merit

#### Is Uniform Plan of Distribution Best?

Usually It Is, But Sometimes the Traces Must Be Kicked Over

#### By E. W. Leach

Sales Manager, Champion Animal Food Co.

[EDITORIAL NOTE: Mr. Leach's article is so interesting and helpful that we are glad to publish it. In the main we agree with him. Generally speaking, it is best for most manufacturers to adopt a definite marketing channel and then to stick to it. A manufacturer must be consistent in his selling methods or he is likely to find himself floundering, without getting anywhere.

On the other hand, the manufacturer has a right to insist that his distributors also remain consistent. If a company sets up in the jobbing business and on that basis seeks to distribute manufacturers' lines, it should stick to its business and not become the manufacturer's competitor as well as his distributor. So-called jobbers, who are half wholesalers and half manufacturers, force many manufacturers to compete with their dis-

tributors.

Another point: Manufacturers give their jobbers a certain discount for which the jobber is supposed to render certain services, such as warehousing, selling, handling accounts, taking care of specialty orders, etc. It is a wellknown fact that many jobbers do not give an extended service of this kind, although they continue to accept the full discount. In the grocery field, for instance, a large number of cash-and-carry jobbing houses are springing up. houses render no service whatever except warehousing, and yet the manufacturer who is consistently following a plan of distribution through jobbers, with a system of uniform discounts, has to tolerate the man-handling of his specialty orders by these cash-and-carry houses.

Another thing that manufacturers must consider before committing themselves absolutely to a uniform system of distribution is that no channel of selling stays put for any great period. In fact, radical changes are taking place all the time. Unless a manufacturer keeps pace with these changes, he is going to find himself handicapped in the race with his competitors who do keep pace.

It is a fair criticism of many jobbers that they allow themselves to slip behind the times. If a manufacturer is represented in a community by jobbers of that ilk it is difficult for him to sit idly back and see his business going to concerns that are using more enterprising methods. In some lines jobbers have shown their inability to get business from chain stores and large department stores. Since these types of stores are increasing in importance all the time, is it any wonder that manufacturers have found it necessary to sell to these channels direct?]

THE article in PRINTERS' INK of May 21, entitled "When Manufacturers Compete with Their Own Jobbers," touches a subject with which my personal contacts with jobbers in more than two-thirds of the States of the country makes me somewhat familiar.

Your article takes the attitude that if the manufacturer is big enough, and if the demand for his product is steady and insistent enough, he can compete against his own jobbers and simply let them "like it or lump it." Perhaps it is because the manufacturer with whom I was connected for nine years was not quite big enough for that sort of a policy that I am convinced a majority of manufacturers believe it best to adopt a definite marketing channel and then stick to it.

This manufacturer, of whose organization I was a part for nine years, made a line of shoe repair machinery, a product which we sold largely through leather and shoe findings jobbers. We had about 600 such jobbers throughout the country whom we considered active accounts, and they in turn had about 1,600 salesmen with whom we kept in close touch.

There were competitive organizations in the field that sold direct to the shoe repairman exclusively, some who let the jobber get what he could but made no pretense of co-operating with him, one or two who announced a policy of selling through jobbers only, but who made the jobber take the initiative in the matter of commissions on direct sales, and ourselves, who saw to it that on every shipment that left our factory the customary jobbing discount was given to some legitimate jobber designated by the purchaser himself.

The line, being extensive and highly technical, required trained salesmanship behind it. The ordinary listing in jobbers' catalogues was not sufficient to move our goods. When shoe repairmen needed new equipment their requirements could be met properly only by a salesman who was well versed in the construction and use of our products.

We made every possible effort to direct business through our jobbers. Imprinted advertising was furnished for their use, special letterheads were given to them, all direct mailing pieces sent out from our plant gave a complete list of our jobbers, an eight-page sales magazine was mailed each month to every jobber's salesman on our list

When we received a sales inquiry from a repairman, we told him in our reply what jobbers in his territory carried our equipment in stock, and we emphasized the better service he could obtain from one of them. We then notified those jobbers and urged them to get on the job from their end of the line.

Naturally, we received a great many orders direct from repairmen. Along with the actual shipping instructions, in such cases, we required the repairman to give us as references the names of his bank, some local business house extending him credit, and the leather jobber through whom he purchased most of his supplies. This caused him to express a preference for a certain jobber.

If the sale had been made on terms of thirty days, we wrote to the jobber in question and asked if he wanted us to bill through him and let him do the collecting of the account, or if we should bill direct and send him a credit memorandum for the usual discount when the bill was paid.

If the sale was on a time-payment basis, we gave the jobber the option of carrying the contract himself and receiving the customary discount, or we carried the contract and the credit risk and gave him a slightly lower discount, payable in the form of a credit memo on his account at the time we had received the third payment from the customer.

It takes a lot of nerve to uphold a policy of this sort. Picture a \$500 direct sale on which the jobber's discount would be an even \$100 or perhaps a bit more. There is always the temptation to forget the jobber in the hope that he may never learn of the sale, or, if he does, to tell him that it was received from one of his competitors.

It takes courage to write out a hundred-dollar check under those circumstances and mail it to a concern that may, so far as you know, never have even lifted a finger to bring that business into your plant. But the company of which I am writing turned more than \$20,000 over to its jobbers in this way in one year when its annual sales were around \$600,000.

Remember that this was money which the manufacturer might have kept. His competitors were keeping every cent that they received in a similar way. Twenty thousand dollars would have gone a long way toward a substantial reduction in prices at a time when the trade was clamoring for that very action. Or it would have been very acceptable to the stockholders in the form of an extra dividend.

But one cannot help wondering

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## The 500-Mile Race "on the air"

F you listened in last Decoration Day, Station WFBM gave you the details of the International 500-Mile Race at the Indianapolis Speedway. The story was put on the air under the supervision of the editorial staff of The Indianapolis News. You heard the progress of the Race, comments on the crowd, the happenings, and other features incidental to the Big Race. Thousands of Indiana radio fans tuned in. This merely illustrates the interest taken by Indiana and its greatest newspaper in radio.

The Indianapolis Radius—Indianapolis, and its trading territory—offers the radio merchandiser a splendid market. Located where Los Angeles is heard as clearly and as easily as Schenectady, Hoosiers are sufficiently modern in their standards of living to be interested in radio.

Radio fans since 1920 have relied upon The Indianapolis News for radio information. And they have received it. To serve them better, The Indianapolis News now has its own Radio Editor.



During the first five months of 1925, national radio advertisers purchased nearly twice as much space in the 129 issues of The Indianapolis News as in the 280 issues of all other Indianapolis newspapers combined.

# The Indianapolis NEWS

Frank T. Carroll, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St. Chicago Office J. E. Lutz The Tower Bldg. how far that \$20,000 went toward securing the half million dollars' worth of business that came through the mails on jobbers' order blanks.

As I said in the beginning, I have called on those jobbers in thirty-five States. I have seen the practical effect in increased sales that results from a man opening his morning mail and finding among the letters a good-size check that he did not know was coming to him. I don't know of a thing that goes further to make a booster out of a concern than this type of policy-loyalty on the part of the manufacturer.

Don't tell me that the jobber doesn't reciprocate. Don't tell me that you can take these accounts away with a couple of dinners or an evening of entertainment. The old order is rapidly changing. Jobbers know that the day has come when they must justify their existence in the scheme of tl.ings by proving themselves sales organizations instead of mere warehousers.

In order to give this sales service that the manufacturer is now demanding of them, they are reducing their lines to the point where their salesmen can become intelligently informed about the lines he must sell. And in the process of elimination the manufacturer who stays on the list is the firm that is content to do the producing and let someone else do the distributing.

I have seen these jobbers in times of stress. I have seen them when their sales volume was steadily slipping and when machine equipment like ours became increasingly difficult to sell to a class of men whose only solution of a falling market was to lock their doors and hunt up some other way to make a living. During years like that, the discounts paid to jobbers for direct sales came back to us a hundred-fold.

It is my observation that one cannot afford to try to straddle the fence. There is no profit in being weak-livered. You are either with the jobber or you are against him, and he soon finds out where you stand.

The merits of jobber distribution as against direct selling are not a part of this discussion. It is a debatable question with an answer much like that to the question whether the piano or the cow has been more beneficial to humanity—they both have their place. If you believe you can operate more profitably by eliminating the jobber, very well.

But when you decide to sell through jobbers, go ahead and sell through them. Give them the kind of whole-hearted loyalty that you expect in return from them. Don't begrudge the commission on the order that comes in to you direct. You may never know of the countless times when some jobber's salesman has dropped the word or two of recommendation which finally combined to bring you that business.

Remember that the jobber's salesman knows all those customers by their first names. He eats lunch with them every day. He is close to their problems and their preferences. He is in a position to affect their decisions at a time when your product is being weighed in the balance. There is nothing that will weld this valuable man to you more permanently and solidly than the knowledge that you are fighting for him instead of against him.

Some manufacturers may have so popular a product that they can force the jobber to be content with the drippings that he can pick up against the manufacturer's superior sales ability on his own line of goods. But surely any such manufacturer realizes that those jobbers are selling his goods because they have to and not because they want to.

Personally. I never care to have any jobber feel that way toward me and my line. To be continually bucking the sales resistance of a jobber's ill-will is less desirable than to be pushing steadily unward in the momentum of constantly increasing good-will.

Edward Howard, who is with the publicity department of The Cleveland Trust Company, has resigned, effective August 15, when he will start a financial advertisino business under his own name with offices in Cleveland.



The Bryant Pharmacy, 45th Street, New York City, cashes in locally on the current magazine advertising of Houbigant, displaying a typical page from Vanity Fair.

#### Retail Trade Average Above Last Year

According to the Federal Reserve Board, retail trade, averaged over the country, is running ahead of last year. Sales of 523 retail stores scattered throughout the United States showed a sales volume for April 1.6 per cent larger than in April, 1924. However, this is a decrease from March of this year which showed an increase over March, 1924, of 6.1 per cent.

Not all sections of the country are enjoying the general advance however. In four reserve districts, Boston, Philiping and the section of the country are enjoying the general advance however.

enjoying the general advance however. In four reserve districts, Boston, Philadelphia, Cleveland and Chicago, sales were less than last year. The Southwest reported the most significant increase with Kansas City stores averaging 7 per cent greater than in 1924. Following is a table showing gains in eight districts which overbalance the losses them in forces the cores them in forces.

losses shown in four.

New York														.+4.1%
Richmond														.+2 %
Atlanta														
St. Louis .					٠	۰		٠	٠				٠	. +7.4%
Kansas Cit	y			,	۰		٠	٠		۰	۰		9	.+7 %
Minneapolis														
Dallas														
San Franci														
Boston														
Philadelphia														
Cleveland				,		٠						٠		2.4%
Chicago		0					۰				٥			8%

"TRENDS and INDICATIONS" Published by Dorrance, Sullivan & Co.



St. Louis' Lo





## The St. Louis District

## shows a gain of 7.4% in Retail Trade

THE clipping from Dorrance, Sullivan & Company's advertisement in Printers' Ink of May 28 tells a striking story of retail conditions in the Southwest.... Here's your market, where the consistent gains in retail business are to be found.

The St. Louis District, with a gain of 7.4% ranks next to the top.

Not only in retail business, but in savings deposits, too, the St. Louis District showed a healthy gain for May 1, 1925, over May 1, 1924.

Advertisers can expect steady sales in this market, served by one of the nation's great territorial newspapers.

Globe-Democrat, influence, you know, goes beyond the limits of St. Louis. It covers a vast and growing market.

## Democrat

Largest Daily

F. St. J. Richards ...... New York Guy S. Osborn ..... Chicago J. R. Scolaro ..... Detroit

C. Geo. Krogness.....San Francisco Dorland Agency, Ltd......London An old saying and true

Straw No. 8

## STRAWS show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising. The Chicago Evening Post carried less medical advertising than any other paper in Chicago, and the total receipts from installment houses would not pay for the ink to dot the i's in a single issue.

But there are many lines of high-grade advertising from which The Post receives more advertising than any other Chicago daily paper—morning or evening. And there are several very high-grade lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

For Straw No. 8 we take the advertising of musicians—high-grade artists, opera singers, concert singers and instructors in music. They necessarily must find their customers among the class of people who are educated to the enjoyment

of music and financially able to satisfy their tastes. That they consider The Chicago Evening Post the one Chicago paper that reaches this class of people is shown by the fact that The Chicago Evening Post is the only evening paper that carried any of their announcements. During 1924 The Post carried exclusively announcements of several hundred of these artists, in a total space of over 50,000 lines. The figures for the evening papers follow:

#### POST 51,427 lines

Journal 00 44

These figures are furnished by the Advertising Record Company, an independent audit company.

CHICAGO EVENING POST INDIANAPOLIS STAR ROCKY MOUNTAIN NEWS DENVER TIMES MUNCIE STAR TERREHAUTE STAR

It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good 'Customers

## The Chicago Evening Post

"Chicago's Best and Cleanest Paper"

#### The Loose-Leaf Catalogue Has Its Weaknesses

Not the Least Important of Those Is the Fact That Dealers Won't Keep Them Up to Date

BARCALO MANUFACTURING COMPANY BUFFALO, N. Y.

Editor of PRINTERS' INK:

Are you in a position to give us any information concerning loose-leaf catalogues—other than the binder method? Have any of your subscribers filed with you catalogues under this classification, whose names you might give us so that we could write them for their experience?

Our line of manufacture consists of metal beds, and with designs changing constantly, a printed catalogue issued once a year, does not supply the needs of the dealer.

We shall appreciate any assistance you may be able to give us. BARCALO MANUFACTURING COMPANY

E. J. BARCALO, President.

THEORETICALLY, the loose-leaf catalogue is a good advertising medium for a firm whose merchandise offerings change constantly and which does not wish to undergo the expense of sending out complete new catalogues at frequent intervals. In actual practice, the thing does not work out so well for the reason that retailers as a class, notoriously lax in matters of this kind, will not take the trouble to insert the new pages and thus keep the catalogue up to date. When the catalogues are distributed to industrial buyers, architects, and the like, this same laxity is not found to be so prevalent. However, we are discussing here only catalogues distributed to dealers.

PRINTERS' INK has frequently said editorially, and has quoted numerous manufacturers and jobbers as saying, that there is an everlasting struggle on the part of catalogue advertisers to get their books read. Most dealers will leaf through a catalogue and read the feature pages. Some will study it with a certain degree of seriousness. But it is only the oc-casional dealer who will earnestly read a catalogue and give it a fair chance to deliver its selling talk.

This is the reason catalogues have to be so carefully built-

why so much talent and money have to be expended in making them interesting, attractive and easily read. Anything tending in any way to make the reading more difficult or which throws any additional work upon the dealer lessens the selling force of the catalogue just to that extent.

The dealer objects to discount sheets, separate price lists and in-serts. He loses half of them any-And if he does not lose them he is likely to regard them as a nuisance. The wholesale hardware people, with their tremendous catalogues, which, necessarily, are mainly reference books, have been struggling against this condition for years.

There is just one way to sell merchandise effectively by mail. This is so to arrange the printed matter that the illustration, description and price of the item shall be together on the same page. Otherwise, the dealer probably will not go to the trouble to absorb the message in a way that will cause

him to buy. The Furst Bros. Company of Baltimore, manufacturer of mirrors, pictures and certain novelty lines, had a problem much similar to that of the Barcalo Manufacturing Company. It issued a yearly catalogue of around 172 pages. The catalogue quickly got out of date because of additions to the stock, price changes and so on. As new items were added, the trade was notified through circulars and letters. But this was not satisfactory. Even though a re-tailer would go to the trouble to keep the circulars with his catalogue, which he probably would not, he soon would have a conglomerate assortment of advertising matter which would make his buying difficult when it ought to be easy

The Furst firm considered the loose-leaf plan but did not adopt it

because of the reasons just set forth. Then it tried a sixteenpage monthly catalogue which featured seasonable goods. Of course, the entire line could not be shown at one time. But this worked out advantageously because it shortened the line. The cause it shortened the line. The firm found it was offering too many items in various classifica-Sending out this small book once a month enabled it always to have its offerings fresh and up to date. It could quote net prices in plain figures. The whole plan added greatly to the forcefulness of the general selling mes-Twelve small catalogues a sage. year cost Furst more than did the single large book. But the sales volume produced by the small catalogues has proved such as to make them economical.

When the selling proposition is similar to that of the Universal Clothing Manufacturers of Chicago, the loose-leaf catalogue This method works out better. concern sells through agents in The catalogue is small towns. sent to the agent in a loose-leaf New sheets are mailed him to take the place of old ones whenever there are changes in merchandise or price. The agent, of course, is more particular about keeping his binder up to date because it actually represents his stock in trade. This is not always the case, though, when the effort is to sell merchandise for

stocking in a store. There is such a thing as a combination bound and loose-leaf catalogue which is fairly good. In the back of the catalogue there can be bound in a number of gummed strips which are known as map tips. As new merchandise is added to the manufacturer's offerings during the life of a catalogue, new pages can be printed and sent along to the dealer with the request that he attach them to these strips. Many dealers will do this. More will not. But the method is worth while in cases where the manufacturer does not want to trust himself to the tender mercies of the dealer by relying upon him to keep a loose-leaf catalogue up to date or where it is out of the question to send new catalogues often. Some concerns have found that whereas a yearly catalogue may become far out of date before the year is up, the proposition is taken care of very nicely by two catalogues a year. And four issues a year can do the work well indeed. —[Ed. Printers' Ink.

#### New Accounts for Milwaukee Agency

The Frost Fishing Tackle Company Stevens Point, Wis., has retained Klau-Van Pietersom-Dunlap-Youngreen, Inc., Milwaukee advertising agency, as its advertising and sales counsel. The Peninsula & Northern Navigation Company, Milwaukee, a transportation company operating a freight and passenger service on the Great Lakes, also has placed its advertising account with this agency.

#### Seattle "Post-Intelligencer" Appointments

Harry H. Hoffman, formerly manager of the Cleveland office of the Allied Newspapers, Inc., has been appointed general manager of the Seattle Post-Intelligencer.

Thelligencer.
William E. Peters has been appointed advertising director. He formerly was a division manager of the display advertising department of the Los Angeles Examiner.

#### Western Publishing Company Elects Officers

Kenneth Gaynor has been elected president, Thomas Nolan, vice-president and J. W. Hill, secretary and treasurer of the Western Publication Company, Inc., Chicago, publisher of Business America. J. M. Ferguson was elected a director. Mr. Gaynor was previously for ten years, president of the Western Press Association, Chicago.

#### Shoe Account for Harvey Agency

The Craddock Terry Company, Lynchburg, Va., shoe manufacturer, has placed its advertising account with the Harvey Advertising Agency, Inc., Atlanta, Ga. A campaign on Lion Brand Shoes and boots will be conducted in farm publications during the early fall and winter.

#### Knit Goods Account for Portland, Oreg., Agency

Jerry Jane, Inc., Los Angeles, formerly the Golden West Knitting Mills, has placed its advertising account with the Botsford-Constantine Company, Portland, Oreg., advertising agency. A Pacific Coast campaign on Jerry Jane sweaters for children is planned.



## The LARGEST JULY

A hot weather slump? Nonsense! The July Harper's Bazar, now being printed, is the largest July issue we have ever published both in advertising lineage and in advertising revenue. In fact, although statistics are not our idea of a summer sport, the gain in both cases is 37% over last year.

Harper's Bazar

50c NOTE IN PARIS

## This Plan Gets Salesmen to Hold Down Expenses

Under Certain Sales Compensation Plans Salesmen Are Likely to Pay No Attention to Rising Expense and It Then Becomes Necessary to Point Out to Them the Importance of Paring Costs

WHEN the salesman is not compelled to pay his own traveling expenses he is apt to feel that they are not his worries but those of the company by whom he is employed. How many companies encourage the road man to observe matters in a different light? If he knew that his attitude affected his own pocketbook, would it matter? The experience of the Everett & Barron Company, Providence, R. I., maker of Cinderella shoe finishes, cleaners and dyers, provides an answer to the question.

The Everett & Barron Company tried one expedient after another to accomplish this object. The plan in use today was evolved as a result of constant experiment. It is satisfactory to both the company and the salesmen—which is no slight recommendation for it.

"When a salesman is hired," says P. A. Boyd, sales manager, "he usually tries to get all the salary he can. Many companies often try to secure his services for as little as possible.

as little as possible.

"The Everett & Barron Company approaches this problem from an entirely different angle. It wants to pay its new salesmen all it can afford to and yet make a satisfactory profit on that salesmen's work.

"How to tell what salary the new salesman can earn to start with, is oftentimes not easily determined, so this question is asked the prospective salesman: 'How much will it cost you to keep you afloat until by actual work you can show your worth to this company?' After the amount of his salary is decided upon, the company, in accordance with its profit-sharing

plan, agrees to return one-half the savings effected if he keeps his percentage cost-to-sell below the five-year average per cent cost-tosell of the whole force

sell of the whole force.

"For example: The new salesman starts with a salary of \$35 a week and his expenses are \$50 per week more, totaling \$85. This is equivalent to a selling cost of \$4,420 per year. Perhaps his sales are \$850 per week, equaling \$44,200 per year, so his per cent cost-to-sell is 10 per cent. Let us suppose that the company's five-year average per cent cost-to-sell is 16 per cent. The salesman then is entitled to a bonus of 3 per cent of \$44,200 or \$1,326.

"Now most salesmen are not financially minded. That is one reason why they feel that traveling expenses are anyone's worries but their own. They do not realize that these expenses are just as much a part of their individual selling cost as their salary, and that a saving in their traveling expense makes a lower percentage cost-to-sell. This is where the profit-sharing plan does double duty. It forcibly brings home to their minds that unnecessary expenses cut down their own incomes.

"The plan seems to appeal to the salesmen's sense of fairness so that he cheerfully responds. Some of the salesmen have received fairly large returns as a result of the plan."

#### Will Represent Business Papers on Publishers Conference

The Associated Business Papers, Inc., New York, has appointed the following officers of the association as its representatives on the American Publishers Conference: John N. Nind, Jr., of the Periodical Publishing Company, Grand Rapids; Charles G. Phillips, United Publishers Corporation, New York, and Jesse H. Neal, executive secretary of the association.

#### Negligee Account for Hicks Agency

The Artcraft Negligee Company, New York, has placed its advertising account with the Hicks Advertising Agency, of that city. A campaign on Dawnrobe negligees has been planned, calling for the use of business papers, magazines and newspaper rotogravure advertising.

### How do POWER's readers buy

THE purchase of power equipment involves more than the mere exchange of money for merchandise. Economics plays the all-important part.

The ordinary buying impulses are subordinated—for buying and selling power equipment is a form of engineering.

The start is made with a mutual confidence on the part of the manufacturer and the engineer.

Some manufacturers are offered orders for wholly uncatalogued equipment because of their past performance in manufacture, engineering and service. Other manufacturers building good equipment never get a chance at the order. The difference is in recognition—that great builder of confidence.

Big engineers tell us they must rely to a great extent on the manufacturer's engineering ability and integrity. For in these days of over-night developments it is impossible for any individual to know everything about all equipment.

Sometimes more than one man sits in on the purchase of big equipment. But every one whose voice carries weight is a man who knows power production—be his title what it may. Perhaps an executive or a board of directors holds the purse strings. But he (or they) knows just how far to go in telling high-priced and responsible engineers what type and make of equipment to buy. He (or they) has confidence in the engineers.

Obviously all buying in the power field is predicated on confidence. Confidence is nothing more than recognized merit and ability—reputation if you please. And, if the product is right, reputation can be won through good advertising.

That's where POWER comes in.

## POWER

A.B.C. A McGraw-Hill Publication A.B.P. Tenth Avenue at 36th Street, New York

# 15,000 Druggists are reading this magazine

True Drug Story is published monthly to help druggists sell more merchandise, especially that which is advertised in the pages of True Story Magazine. It is popular with druggists because

True Drug Story publishes real, practical and helpful selling ideas and suggestions.

True Drug Story takes a positive stand against substitution and price-cutting.

True Drug Story is written mostly in the first person by the druggists themselves.

True Drug Story, within the short space of six months, has had 10,816 requests for advertisers' display material from druggists all over the United States.

We will be glad to send you a copy of the current issue of True Drug Story on request.

## 443 Druggists out of 688 said:

"True Story is my best selling Magazine." Advertisers in this field should recognize these facts:

True Story is first choice among the best druggists as an advertising medium for a nationally advertised product. It is evidence of dealer influence in this field that we believe to be unsurpassed by any other monthly magazine.

True Story goes to more potential buyers of drug store products than any other in the field.

True Story shows better results to many advertisers in the drug store field than any other magazine.

True Story with nearly 2,000,000 copies sold from the stands has the largest newsstand sale in the world.



"Greatest Coverage— Lowest Cost"



This year Oklahoma has been one of the few districts to be wholly, or partially white every month on the Nation's Business condition maps.

Business condition maps.
Oklahoma, fifth richest agriOklahoma, fifth richest agrioutural market in the Nation,
ranking first in broom corn,
second in cotton, and fourth
in wheat, and whose business
conditions have remained consistently good to excellent
throughout the year, is one of
the few States that offers you
the best opportunities for sales,

the best opportunities for The Oklahoma Farmer-Stockman, the State's only farm paper, goes into 65% of the farm homes in Oklahoma.

## COKLAHOMA CARMER-STORMAN

OKLAHOMA CITY
CARL WILLIAMS Editor
RALPH MILLER - Adv. Mgr.

RALPH MILLER - ADV. Pign E.KAT2, Special Advertising Agency New York Chicago Kensas City Atlanta

San Francisco

#### Goblins Won't Get You If You Venture to Sell in Summer

The Rule of Reason Applied to the Summer Slump

By Martin Hastings, Ir.

again, VV gentlemen, our old friend, Summer Slump, Esquire. He has been tucked away in cedar shavings for a few months, so he may not be looking quite so chipper as he will after he has been exposed to the exhilarating June sunshine for a few days longer. When S. Slump, Esq., makes his annual exit from his cold storage hibernating plant, he never looks as though he will be licking several million of the country's crack salesmen in a few weeks. But that is just what he usually does.

Whether Brother Slump will be able to do as much damage this year as is his wont, depends on a number of things. In some industries, Sir Slump is accepted as a conquering sheik. Practically no resistance is offered to him. In other industries he has never been accepted. Every time he has tried to make an entrance into these fields he has been fought back with psychological That is the only sort of come-back that seems to beat him.

After all, this Slump fellow is only a sprite. He does not exist unless you believe in fairies or have a fear that the goblins will get you if you venture into selling pursuits during the dog days. That is why these companies that keep about their business as usual during the summer, just as they do during other times of the year; are never visited by this energykilling sprite.

But unfortunately since many business men do believe in fairies, an article telling how these elves can be removed from the path of summer business should be at least timely. For suggestions on this subject, it occurred to PRINTERS' INK that it might be a good thing to look into the radio industry. If S. Slump is more than a mis-

chievous sprite, here is a business that should be able to bear testimony to the fact. In calculating the industry's sales for this period it is customary to use the word "slump" in place of the usual dollar mark.

Therefore, if radio has been able to deal with the slump question, its accomplishments ought to prove helpful to other industries which are badgered by the same question. On the other hand, if the radio industry has not been able to rout S. Slump, then perhaps other businesses suffering similarly may derive a grain of comfort from the realization that they are not the

only ones.

There are a number of reasons why radio sales are badly affected during the summer. That tomboy of the air, static, must be set down as one of these reasons, but it certainly is not the principal one. Radio is still regarded as indoor entertainment. The sale of radio instruments and parts, therefore, falls off during the summer because people, as a rule, do not buy anything for the inside of the house unless they are obliged to. Of course there are certain "inside" articles that sell well in summer because that is their natural season. Refrigerators are an example. There are certain other products that would be naturally neglected during summer if their manufacturers did not take the pains to create summer uses for them or to add items to their lines especially for summer use. furniture manufacturers have done this. Porch, terrace, garden and summer cottage furniture has become a big item in this trade in recent years.

The fact that there are industries that have been able to create summer business for themselves, even though their lines are ones

that do not sell naturally in summer, goes to prove that the summer slump can be overcome. Or, in other words, it proves that this Slump fellow is a sprite. He ceases to exist as soon as he is not recognized.

It must be conceded that people entirely change their living habits during the hot months. either go away to some resort for the summer or if they stay at home, they spend as much time as possible out-of-doors. The normal thing for them to do, there-fore, is to buy only those things that will be of use to them in their changed mode of living. Manufacturers who make merchandise that is suited to summer consumption will have a natural business during these months and will have no occasion to worry about slumps. Those manufacturers who are not so fortunate as to have merchandise of this character will either have to be content to take things easy during the summer or else to force their sales.

Whether or not radio sales can be forced between the solstice of June 21 and the equinox of September 21 remains to be seen. I am writing this article on June 18. I am seated in my garden. It is just 8:30 in the evening. As I write, I can hear no less than six radios in operation. Were I to extend my ear drums a little and to concentrate on the medley of sounds that is filling the evening air, perhaps I would be able to hear at least a dozen radios going in my immediate neighborhood. Who says then that radios are not used in summer?

Since writing the preceding sentence, I ran across the street to interview my neighbor. His radio is "gurring" every evening from about seven until midnight. It occurred to me that he would be a good man to collaborate with in this article. He said, "Yes, Hastings, I use my radio more in summer than in winter, despite static. I am busier in winter. I belong to a bowling team, a bridge club and a dramatic society. They take about three evenings a week. Besides I go to the theatre fre-

quently, sit up with a sick friend occasionally and in addition do a lot of reading. So you see I find little time for radio entertainment. In the good old summertime it is different. Then I don't do anything unless I have to. Just as soon as dinner is over you will find me out on this veranda. I usually read a while, but when it begins to get dark I start manipulating the dials. I like to sit in the dark on a hot evening and so does everybody else. You will notice that every veranda on the street is dark. What better way then to spend an evening in the dark than in listening to radio?"

If radios are used in summer, there isn't any reason why they should not be sold in summer. That is absolute law in every trade. Manufacturing and retail activity should follow close on the heels of consumer use.

#### SELL SOMETHING THAT WILL SELL

But what are the radio people doing to get summer business? One of the chief things that is being done is to promote the sale of portable sets designed particularly for use in automobiles, boats and such places. That this is at least one way to minimize the summer slump in the radio industry is the opinion of Wm. H. Ingersoll, vice-president of the De Forest Radio Company; L. Gruen, assistant vice-president of the Federal Telephone Manufacturing Corporation; D. H. Lipsey of the Mohawk Electric Corporation; John J. West, sales manager of the Sleeper Radio Corporation; C. C. Agate, of the Manhattan Electrical Supply Company, Inc., and many others.

But just how big a volume of sales can be worked up for portable sets no one knows. The phonograph business parallels radio in many respects. For many years phonograph manufacturers attempted to stimulate summer sales by featuring portable instruments. While a considerable number of these were sold, I doubt if the volume ever attained appreciable proportions. To be sure, the industry succeeded in doing a fair

## Youth—The New Buying Power

TODAY'S appeal in merchandise, in advertising, in selling—in fact in all human contact—is unmistakable. It is an appeal to the new buying power.

In other words, an appeal to youngness.

In Chicago the Evening American enjoys an overwhelming preference at the hands of young people—people under forty and those who *think* under forty.

Nothing strange then about the fact that thus far in 1925 the Evening American has gained more total display advertising than all of the other Chicago daily papers combined.

The Evening American has the largest circulation of any evening paper in Chicago. It also has the *kind* of circulation that moves merchandise.

Most advertisers know this; others will eventually.

## CHICAGO MI AMERICAN

A good newspaper

Daily average net paid circulation for the six month period ending March 31, 1925-474,230

summer business, but most of this was won by the pushing of regular instruments.

Radio may turn out to be different, however. Mr. Gruen, of the Federal corporation, says there are so many improvements in the portable sets being offered this year that he looks for quite a sale on them. It is his opinion that the owners of these portable sets will later come back for a more substantial set for winter use. In other words, the portable receivers will act as a sort of sampler for the regular outfits.

Another plan, that Mr. Ingersoll's company (De Forest) is trying out, is to see whether the summer porch and the dance orchestra and the lawn parties, during the season when the movies are hot and stuffy, cannot be turned to practical account. So far, however, this plan is only in the nature of a field experiment.

What the radio industry needs, in the opinion of authorities in the trade, is better merchandising. It needs better merchandising not only to help it overcome the summer slump but also to overcome many of the other obstacles against which it is struggling. This phase of the subject is so well explained by H. P. Bridge, Jr., of the Atwater Kent Manufacturing Company, that I am going to let him have the next few paragraphs. He says:

"Radio, in our opinion, is developing into a 'selling' proposition. With a lot of dealers energetically fighting to overcome the summer slump and with their salesmen working just as hard in the summer as they do in the winter there will undoubtedly be many more radio sets sold this summer than in any preceding year. Just whether this will overcome the so-called summer slump remains to be seen during future warm weather periods of intensified radio selling upon the part of all concerned.

"About the best method we have found to overcome any let-up in sales during the summer months is to enthuse the dealer with the possibilities for summer sales. Lots

of them had a tendency to be discouraged when sales melted away with the snow. To get them to realize that radio is more than an indoor sport to be enjoyed only around the family fireside and to bring before their prospects the fact that radio can be enjoyed just as much on the front porch or summer vacation camp seems to be the most pressing problem of the radio manufacturer today. In a few short years radio has taken its place among the very large industries of this country. However, it has done this almost without any intensified selling and sales have been influenced almost entirely by the whims and fancies of the buying public without any real selling effort upon the part of the dealers to get them interested in radio as a warm weather proposition.

"Selling, in any line or trade, is only the knack of finding a point of selling contact. In radio selling this will differ between summer and winter as the inter-ests of the prospects differ-but the fact remains that they are always seeking entertainment. It is our belief, that, if he can be convinced that radio can supply just as satisfactory entertainment on the shady side of the front porch or in a summer camp as it does in his home in the winter, the average person will be just as good a prospect for radio during the warm months as he ever was. Moreover, with the summer comes the sport appeal - an element which will undoubtedly make prospects of many who might possibly find no other interest in radio.

"It is imperative to have dealers regard the summer sales sanely. To compare their summer sales volume with that of the winter season would probably be foolish and, perhaps, discouraging to those who would consider it seriously. Summer sales will probably never equal those of the winter—but that does not serve to deprecate the desirability of a substantial profit to be derived from the business during the warm months, or belittle the efforts necessary to secure this."

C. C. Agate, of the Manhattan

## Detroit Ranks Third In Tax Returns

U. S. Treasury Department Shows Only New York and Chicago Leading America's Fourth Largest City

ESPITE the fact that Detroit is fourth in populalation in the United States, the Treasury Department's analysis of income tax returns shows it as third in number of people making such reports, being exceeded only by New York and Chicago during 1924.

This is but another indication of the remarkable prosperity of the Detroit field. Detroit consistently appears on charts of business conditions as one of the few cities where business has been good. Its employment records show a a higher point than has ever before been reached at this time of the year.

Small wonder that Detroit has again and again been used by national advertisers as a testing ground for advertising campaigns. Particularly is it an advantageous field because of the ability of The Detroit News to cover all of it thoroughly. In fact no other city of Detroit's size can be so thoroughly covered by one newspaper as Detroit is by The News.

During 1924
The Detroit
News established a world's record
in total advertising with
30,604,518
lines publish-

### The Detroit News

Greatest Circulation Week Day or Sunday in Michigan.

11



### There are Two Markets

1—850,000 Identified Readers—

2-122,300 Identified Dealers-

### The chart opposite shows:

Outer Circle—The six divisions of population arranged on the Government Census Plan.

Outer White Circle—The percentages of circulation of The Elks Magazine in the above divisions.

Black Circle—850,000 Identified Readers.

Inner Yellow Circle—122,300 Identified Dealers.



50 EAST FORTY-SECOND



## in The Elks Magazine



STREET, NEW YORK CITY

Electrical Supply Company, is another man in the trade who says that the day of merchandising has arrived in the industry. Mr. Gruen, of the Federal corporation, is of the same belief. He says that those in the industry who push for sales during the summer will not find the season so dull after all.

It is the custom to speak of the radio industry as one that should merchandise better, just as though nothing of the kind were now being done in the trade. As a matter of fact, there is already a lot of splendid merchandising under way in the trade. Radio has its enterprising manufacturers and distributors, just as every other industry has. The business papers in the field are constantly filled with a description of up-to-date merchandising methods being used to sell radio. But since this article is not written exclusively for the radio industry, but for manufacturers in all lines, a recital of these methods which are peculiar to the radio business, would not be in order here.

Despite the fact that the industry has its enterprising units, it is true nevertheless that the business as a whole, needs more modern merchandising. After all it is useless for the industry to be talking merchandising and methods of avoiding the summer slump until it sets its house in order. For several months the industry, as a whole, has been in a condition that approached almost utter demoraliza-Perhaps there is nothing surprising about this. All large industries that have a sudden growth, soon find themselves in a condition where they are overproduced. Attracted by the profits in a rapidly growing business more concerns enter the field than the market can accommodate. Presently there will be so many manufacturers that more goods will be made than can be sold. Stocks then pile up, price-cutting starts and trade demoralization ensues. It is difficult for a new industry to avoid getting into this condition. The radio business, however, got into it worse than usually happens.

Radio has made the mistake of not profiting by the experience of

other industries. It has been said of it that it is the only important industry to be launched in recent years without trying to learn something from what other trades have discovered. If the radio trade had tried to learn from older businesses, it would have avoided many of the mistakes which it has made. In the first place, radio manufacturers allowed too large a margin of discounts both to jobbers and retailers. Other industries could have told the radio manufacturers that when the jobber and retailer is given a larger discount than he needs, price-cutting results. Give the jobber an unusually large discount and he will begin splitting it with his retailers. Give the retailer a longer profit than he should have and he will begin giving part of his profit to the consumer.

Radio manufacturers also made the mistake of creating too many miscellaneous types of retail distributors. As a result, many of its retail outlets are of a type that is not creditable to the business. In some cases even undertakers have put in radio as a side line.

Fortunately, the radio industry is working itself gradually out of its troubles. It is doing this by establishing better merchandising policies. It is also helped by reason of the fact that the natural economic law is eliminating the unfit who went into this business during its bonanza days. An example of how better merchandising is coming into the business is explained by W. L. Eckhardt, president of the Music Master Corporation of Philadelphia. concern has been making a loud Recently, however, it speaker. launched into the manufacture of radio equipment in general. Mr. Eckhardt explains his new marketing policy as follows:

"Our policy was presented at our third annual Radio Congress held at the Bellevue-Strafford, this city, May 28, at which time we outlined a plan which we think will overcome much of the grief and growing pains which the industry as a whole has suffered heretofore. For the last ninety

(Continued on page 53)



LIFT your product above all competition once or twice during a campaign and you cut your cost to sell, secure dominance, faster movement of goods, added influence and interest to the balance of your schedule.

The New York Evening Journal's 16-page color mag-

azine on Saturdays sells at 5c a copy to 43 out of every 100 people who buy any New York evening paper—does extraordinarily good color printing and gives you the most powerful advertising weapon known, and does it in the largest and richest market of the world.



Canada Dry have used 18 color es so Some Other Users of Page Space Satur

PEPSODENT BREYER ICE CREAM SILVER KING B. T. BABBITT SANISAL WARD BAKING CO. ORBIT GUM X - BAZIN RINSO

ZONE

ON TO



#### CANADA DRY GINGERALE, Incorporated

OFFICE OF THE PRESIDENT

25 WEST FORTY-THIRD STREET New York, N. J.

May 21st. 1925.

Dear Sir:

You will be glad to know that our 1925 plan calls for color pages in the Evening Journal Magazine Section.

From the start of our campaign two years ago to place Canada Dry on the New York market, color pages in your Magazine Section have demonstrated their selling power.

When Canada Dry was a new drink to New Yorkers, the dominance we could win with color in your large circulation was very desirable. Now that Canada Dry has been firmly established here, we find that the value of your color pages lies in the way that they help to keep the sales volume of Canada Dry increasingly large.

Very truly

olor is so far — and more to come Space Saturday Magazine Section

> ZONE ON TOWELS K CIDER

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RADIO CORP. OF AMERICA SLEEPER RADIO COLGATE THERMIODYNE

OLD ESSEX BREW POST TOASTIES



COLOR is not "a thing apart" with us. Combined with black and white, it offers the advertisers of America the most powerful selling force in advertising today. ¶ We welcome an opportunity to discuss suggestions as to color, type of drawing, details of campaign in color with us and special merchandising co-operation, whenever you say.

## New York Home Journal

Published Saturdays with the NEW YORK EVENING JOURNAL Largest evening circulation in America—and at 5c a copy

days we have been withdrawing jobberships discontinuing throughout the United States, have recently withdrawn all prices and quotations and on Thursday, May 28, we announced, as stated before, our policy of limited distributors, registered dealers limited to definite districts, instead of en-deavoring to sell anyone who wishes to engage in the radio business, both jobbers and dealers being carefully selected. In this way we hope to make a Music Master franchise of increasing value to jobber and dealer alike, with full protection to both against reduction in price or acts on the part of our company that would cause them to become uneasy and nervous over this investment.

Then there are other concerns, like the Sleeper Radio Corporation, that have steadfastly refused to take part in the "Saturnalia of Dumping" as Mr. West, the sales manager, calls it. Mr. West says the company recently turned down an order for \$260,000 worth of goods on this basis, as the company prefers to build for the future, rather than to get present business on demoralized terms.

So that is about the situation with regard to the summer slump as it applies to the radio industry. The net of it all is that the radio business, in common with nearly every other business under the sun, is bound to have its seasonal ups and downs. These peaks and valleys can be ironed out somewhat, but it is a mistake for any industry to try to kill the summer slump by cutting prices, by dumping its goods, or by resorting to drastic measures that only result in the demoralization of markets and which hurt the normally good season which always follows the bad.

W. T. Eastwood, of the Stromberg-Carlson Telephone Manufacturing Company, expresses such a sane viewpoint with regard to this whole question of summer slump that I am going to let him conclude the article. He says:

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"There seems to be a world of worry about the summer slump of radio. Perhaps the reason is because so many people are not accustomed to radio, therefore, they have not learned to overlook the fact that the summer slump is a natural part of radio, just as midnight is part of the day's routine.

In my estimation radio is no different from hundreds of other industries which have their regular annual rush and dull seasons. Perhaps the talking machine business has more common characteristics with the radio business than any other businesses. Therefore, let us just take a minute to size up the rise and fall of the talking machine business. Then we will get a fairly good picture of what we may expect for the dull season and for the busy season in the radio industry.

"The talking machine business is always very poor in the summertime when people are out in their automobiles, whereas it is comparatively good, or I should say at its best during the Christmasbuying season.

"Obviously, static cannot be blamed for the rise and fall of the talking machine business as the seasons come and go. Therefore, why should we blame static or other atmospheric conditions for the slump in the radio business which we are always sure to have during the summertime?"

#### Lakeland, Fla., Chamber Appoints J. H. Cross

The Lakeland, Fla., Chamber of Commerce has appointed the J. H. Cross Company, Inc., Philadelphia advertising agency, as advertising counsel. As previously reported, an expenditure of approximately \$75,000 is planned in a campaign which will start in September. Plans call for the use of newspapers and magazines.

### G. O. Pritchard with Sackheim & Scherman

George O. Pritchard has joined Sackheim & Scherman, Inc., New York advertising agency. He was formerly vice-president of The Philip Ritter Company, Inc., advertising agency of that city.

#### Becomes Montgomery & Trice

Gay & Trice, Inc., Birmingham, Ala., printer, has changed its name to Montgomery & Trice Inc. R. C. Montgomery has purchased a half-interest in the business.

### Canadian Drug Trade Acts to Stop Price Cutting

Price-Control Organization Is Similar to That in England

THE drug trade in this country

-and that includes not only strictly drug items but practically everything sold through retail drug stores—is quite disorganized as a result of price cutting run rampant. Nothing much is being done to attempt to curb mattersnot with the Sherman act in force.

In England the drug trade's status is quite different. cutting has been rather effectively restrained in that country. are two reasons for this: One is that English law is silent on the subject of price-cutting. second is the Proprietary Articles Trade Association, generally known as the P. A. T. A. This is an organization of jobbers, retailers and the proprietors of branded goods, who have banded together and bound themselves to suppress price cutting. It was organized in 1896 by a retail druggist who later became Sir W. S. Glyn-Jones.

In Canada the situation has been betwixt and between. On the one hand, there has been no legislation which would prevent the organization of a group for the control of On the other hand, no prices. successful move to form such an organization has been made.

However, a meeting held at Montreal on May 28 may lead to an organization patterned along the lines of the Proprietary Articles Trade Association of Sir William S. Great Britain. Glyn-Jones was at the meeting by invitation. He has since returned to England and has taken under advisement the proposition that he return and direct the activities of the Canadian organization.

In the meantime, he was asked to appoint a committee which would proceed with the work of organizing the association. The committee he named consisted of: Frank A. Blair, president of the American Proprietary Associa-tion; Leo G. Ryal, president of the Proprietary Articles Trade As-

sociation of Canada; Dr. R. B. J. Stanbury, secretary, Canadian Pharmaceutical Association and Charles W. Tinling, president, National Drug & Chemical Company of Canada Ltd.

The meeting was attended by manufacturers, wholesalers and retailers. It is a significant fact that out of 287 manufacturers represented at the meeting, 168 were American firms. Also, while it is not possible to give the names of these American concerns it can be said that they include many of the largest manufacturers in the drug

and allied trades. One of the immediate duties of the committee appointed by Sir Glyn-Jones is to enrol retailers Canadian and manufacturers. wholesalers were represented 100 per cent at the meeting and since the resolution to form the pricecontrol association-which, incidentally, has no name as yet-was passed unanimously it is to be assumed that the wholesalers are

all lined up back of the movement. The committee has reasoned that manufacturers will join in growing numbers just as soon as they see that retailers are enrolling. Consequently, a special membership drive is being made among Canadian druggists. A letter has been sent to retail druggists throughout the Dominion outlining the events of the meeting and soliciting their membership. application form is enclosed with the letter and since this form outlines the responsibilities of retail membership, it is reproduced below:

#### APPLICATION FORM

APPLICATION FORM

To the Committee organizing the Association formed at Montreal, on May 28th, 1925, for the prevention in Canada of Price Cutting of Proprietary Articles.
Application for Membership of the RETAIL SECTION:—

Please enrol me as a member of the new organization, for which I enclose a remittance of the value of dollars, namely, five dollars for each of the stores owned by me. (If more than one store

## The Greatest Gain in the New York Evening Field

POR the first five months of this year, a group of eleven of the leading department stores of New York have increased their space in THE EVENING WORLD 500,000 lines over the corresponding months last year.

This enormous increase reflects the matured judgment of such representative merchants as

B. Altman & Co.
Bloomingdale Bros.
Gimbel Brothers
Oppenheim, Collins & Co.
Franklin Simon & Co.
Arnold, Constable & Co.
Bonwit, Teller & Co.
Lord & Taylor
Saks-Herald Square
Stern Brothers
John Wanamaker

More than that, the importance accorded THE EVENING WORLD by these houses points the way to thousands of smaller merchants, as well as to the national advertiser seeking a Greater New York outlet for his product through these very stores.



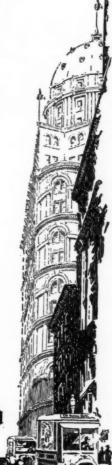
Pulitzer Building, New York

MALLERS BUILDING GENERAL MOTORS BUILDING CHICAGO DETROIT

TITLE INSURANCE BUILDING LOS ANGELES

SECURITIES BUILDING

CHANCERY BUILDING SAN FRANCISCO



please give addresses of each store on the back of this form.)

I agree not to sell any article on the list of the Association below the minimum prices to be fixed by the Manufacturer with the approval of the Association.

I agree that when asked for an article on the list of the Association I will not make any attempt to sell any other article.

make any attempt to sell any other article in its place.

Signed..... Address..... Date.....

Another point of interest in connection with this meeting is the text of one of the resolutions which passed unanimously. In reading this, bear in mind that since 168 American manufacturers were represented, and inasmuch as the resolution was passed unanimously, it is safe to assume that it met with their approval. resolution follows:

That no person or firm be allowed to sell any goods on the list of the associasell any goods on the list of the associa-tion at less than the minimum wholesale or retail prices (ex warchouse) as the case may be and that the giving of any discount, rebate, bonus or concession, in cash or kind off the above prices, either at the time of the sale or subsequently be treated as an infringement of the rules of the accountion. of the association.

There is perhaps one more phase of the situation which warrants discussion at this moment and that is an explanation of Proprietary Trade Association operates in England. The action of the association is simple and drastic. If a druggist, whether a member or not, cuts the price of any single article owned by a member of the association, his name is placed on a Stop List. No manufacturer or jobber in the association will supply a price-cutting retailer with branded article. In other words, the retailer is not only pre-vented from securing the item on which he has cut the price, but the whole protected list. He is put out of business, so far as proprietary articles are concerned.

The discipline of the P. A. T. A. extends to jobbers as well as retailers. The jobbing price is controlled as well as the retail price.

This, in brief, is the modus operandi of the P. A. T. A. in England. It is intended that the association in Canada will work along similar lines.

#### International Business Paper Congress Called

An international congress of publishers of business and technical trade papers has been called by the French Association of the Technical Press, under whose auspices it will be held. The congress will convene in Paris some time during the latter part of September, 1925.

Among the problems which will come up for discussion at this meeting will be the establishment of an advertising code and the organization of an international federation of technical and business napers.

#### Michigan Fruit Growers to Advertise Cherries

Members of the Michigan Fruit Growers, Inc., at a recent meeting which was held at Grand Rapids, decided to inaugurate an advertising campaign to stimulate the demand for Michigangrown cherries.

An assessment of one-eighth of a cent per pound against cherries delivered at canning plants by members is to be made by the canners. It is estimated that the amount raised will run between \$25,000 and \$50,000 for the year.

#### Fisher Body Reports 1924 Net Earnings

The Fisher Body Corporation, Detroit, and subsidiary organizations, re-port net earnings of \$18,394,205 for the year ended April 30, 1925, after depreciation and expenses. This comdepreciation and expenses. This compares with net earnings of \$26,607,163 for the previous year. After interest, taxes and other deductions, the company reports a net income of \$15,244,409 against \$22,102,008 for the year before year before.

#### New Accounts for W. I. Tracy Agency

The Pantasote Company, Inc., New York, has appointed W. I. Tracy, Inc., advertising agency of that city, to direct the advertising of its fabric department. The Standard Furniture Company, Herkimer, N. Y., has also placed its advertising account with this agency.

#### Philipsborn's Appoints Johnson, Read Agency

Philipsborn's, Inc., mail order wo-men's wearing apparel house, Chicago, has appointed Johnson, Read & Com-pany, Chicago advertising agency, to dipany, Chicago advertising a rect its advertising account.

#### Sells Alabama Outdoor Business

The Tuscaloosa Ad Company, Tuscaloosa, Ala., outdoor advertising business covering West Alabama, has been sold by C. C. Simpson to R. A. Redel and J. E. Smith, both of Vincennes, Ind.



Business is humming in New Orleans and the New Orleans zone. Public and semi-public improvements are under way or officially projected on every hand.

A great bridge is to span the Mississippi River. Other bridges will be built to establish a shorter motor route to the Gulf Coast, where railroad and ocean shipping developments, together with new commercial enterprises and the rapid growth of this territory's popularity as a resort

section are sending values rocketing.

New boulevards, parkways and other improvements will soon open long stretches of Lake Pontchartrain's shores in New Orleans and adjacent areas to residential, resort, commercial and agricultural development. Thousands of miles of hard-surfaced highways leading into New Orleans will help promote new prosperity on plantations, farms and truck lands, and aid in the promotion of business activity in New Orleans and throughout south Louisiana and south Mississippi.

Put New Orleans on that list!

## The Times-Picanune

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta. R. J. Bidwell Co., San Francisco and Los Angeles.

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## The 1.d.c.i.A.

DELLING the New York City market, without mystery or megalomania & & involves a simple arithmetical equation: -Enough concentrated advertising applied to the six million population to create enough demand to move your product through the major portion of your total possible retail outlets & Once a tremendous, expensive undertaking, but easier, simpler, and much less costly today with the l.d.c.i.A.! The Largest Daily Circulation In America is not just a publisher's slogan, but an economic fact vva a new money-saving merchandising mechanism of unrivaled power for the national advertiser in New York City & & CONSIDER News circulation per New York retailer: The 1:

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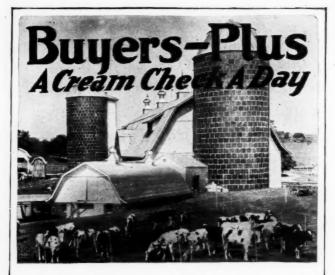
Daily News' alone affords 77 copies for every one of New York City's 10,048 independent and chain grocery stores & 261 copies for each of the 2,984 drug stores \* 364 copies for each of the 2,139 dry goods stores and 477 copies for each of the 1,741 hardware stores & & Each copy of the Daily News averages more than one reader, and usually a family These New York City retailers serve more people and families per store than retailers elsewhere To reach as many of their prospects as the Daily News covers requires the next four morning papers & Remember, too, the small News page magnifies your message www Get the facts!

> Have You read TELL IT TO SWEENEY? Write for the series on your business letterhead.

## THE NEWS

25 Park Place, New York Tribune Tower, Chicago

° City circulation daily for May, 778,868; total 902,903.



In less than a year after a Guaranteed circulation of 180,000 was published, THE DAIRY FARMER announces a New Guarantee of 250,000 effective September 1, 1925.

This is the largest circulation in the class Farm Paper field.

It's a profitable buy at \$2.00 a line.

## Dairy Farmer

E. T. MEREDITH, PUBLISHER DES MOINES, IOWA

### An Analysis of the Traveling Sales Manager's Job

He Should Be the Liaison Officer between Headquarters and the Men on the Outside

#### By B. J. Williams

Director of Sales, The Paraffine Companies, Inc.

SALES management is not an indoor sport. I have known a few swivel-chair sales managers who were highly successful—but only a few. The real go-getters— those who have live, aggressive organizations which lead the field in their respective lines and whose men have confidence in their chief and are loyal to the last degreeare those who have close personal and sympathetic contact with their and who have intimate knowledge of trade conditions throughout the territory in which they operate.

For the most part, those in the class first mentioned have been at the head of large organizations where they have not personally come in contact with the rank and file of the salesmen or the trade. They operate through division, district, or branch managers who make the personal contacts with the trade and with the salesmen and plan and direct the work of the latter.

The successful sales managers of this type whom I have known have posssessed large vision, wide experience, and a broad knowledge of business. They have been of the general manager rather than the sales manager type, for, in my opinion, the qualifications necessary to these two types of management are quite different. One might be an excellent sales manager and yet be an absolute failure as a general manager.

I have in mind just now a man who has been a wonderful success as a general manager. He is a wizard in finance, has a thorough knowledge of accounting, understands factory management and production, and is an expert in merchandising. Unfortunately, he does not understand salesmen, nor

is he sympathetic in his attitude toward them. He has unusual ability when it comes to selling his ideas to his bankers and board of directors, also, in planning broadly the marketing of the output of his plants, but he cannot get the salesman's viewpoint and he has little, if any, ability in the selection of salesmen.

I believe that a sales manager who has had actual experience in selling-who knows selling from the practical standpoint-who has a sincerely sympathetic attitude toward his men and then gets around among them and keeps in personal touch with them and the trade, is a better man for the job than one without these qualifications. It makes a big difference in the attitude of the salesmen, too, when they are led by a man "who knows" and whom they know can do anything he asks or expects them to do, as contrasted

edge of selling or salesmen is NEED FOR PERSONAL CONTACT

purely theoretical.

with the manager whose knowl-

Obviously, it is impossible for the head of an organization employing a large number of salesmen-say, a hundred or moreand operating nationally or over a wide area, to maintain close personal contact with his salesmen or the trade, desirable as this may be. This brings me to the thing about which I started out to write-the qualifications and duties of a traveling sales manager.

First, however, let me say that even in a large organization such as I have referred to, the general sales manager should spend a considerable part of his time out among his division, district, and local managers, meeting, at the same time, as many of the salesmen as possible as well as the principal customers of the firm. Both the salesmen and the customers appreciate meeting one of the men from headquarters. It makes them feel a little closer, and a little more loyal to the company.

It goes without saving that in meeting the salesmen under such conditions, the attitude and manner of the sales manager should be natural and friendly. Great care must be exercised in what is said to the men. Remember, these men stand somewhat in awe of the Big Man from headquarters whom, in many cases, they are meeting for the first time. may attach undue significance to what is said. If they are treated at all discourteously or criticized harshly, and especially if this is done in the presence of other salesmen, it will discourage them on the one hand or develop a resentment or even hatred on the other. Obviously, such a mental condition will decrease materially, if it does not destroy entirely, their usefulness.

If commendation is due, do not hesitate to give it, but do it in a sincere and dignified manner. Don't "jolly" them or overdo it or they may exaggerate the significance of what is said and be led to expect more in the way of promotion or additional remuneration than you had in your mind. Then, when these expectations do not materialize, you will have disappointed, dissatisfied and discouraged men in your organization.

Perhaps I ought also to stress the matter of maintaining a proper dignity when in contact with the salesmen. I recall, at the moment, a case where the president, vicepresident, and general sales manager of a large corporation attended a district convention of their salesmen some 2,000 miles from headquarters, to which the salesmen were brought in from points as far as 1,000 miles distant. It was a great event for the salesmen and they approached the place of meeting with awe. Ever since they had been with the company they had heard of these men. Imagine, therefore, if you can, the surprise on the part of the salesmen when these officials, to impress the organization with their democratic attitude, spent an afternoon in a hotel room playing dice. Not only did the salesmen lose all respect for these executives, but their confidence in, and loyalty to, the company was badly shaken.

Where the organization is so large and the territory covered is so great in area as to make it impossible for the general sales manager to maintain these necessary personal contacts, a plan successfully used by some firms is to have a traveling sales manager who spends practically his entire time in the field in contact with the salesmen and the trade. He acts as the personal representative of the sales manager in dealing with the salesmen and as liaison officer between headquarters and the men on the outside.

#### OTHER QUALIFICATIONS

To fill such a position successfully and satisfactorily, a man must be a high-class salesman, of course, but this is not enough. He must possess other qualifications which I will discuss somewhat in detail later on.

Preferably, the man chosen for this work should come from the organization. There are many advantages in doing this, First of all, he will be familar with the line. Then he knows the company policy—its history and its methods. In most cases, also, he will have a knowledge of the scope of the company's operations as well as an acquaintance with its personnel. And then, over and above these things, is the incentive to the other men to develop and prepare themselves for similar promotion.

There is one slight disadvantage in this. Sometimes some of the other men, and particularly the older ones, resent the fact that one of their number has been placed in a position of authority over them. However, a little tact and diplomacy on the part of the man in the new job will, in most cases and in a short time, smooth this over. In any event, the advantages of taking a salesman out of your own organization for such a

BY the very nature of its population, Boston is a divided market.

No one newspaper could hope to appeal to the two widely diverse groups that compose this great buying population. No newspaper attempts it. Yet, to reach both these groups is vital to the success of most Boston advertising campaigns.

One section of Boston's divided population may be reached through any one of several good newspapers.

The other great group—and the foremost from an advertising point of view—is covered only by the Herald-Traveler.

Let us prove how the advertiser who reaches this Herald-Traveler group reaches the most responsive buyer of merchandise in Boston and its suburbs.

Write us on your business stationery for a copy of "Business Boston."

#### **BOSTON HERALD-TRAVELER**



ganization.

position, greatly outweighs the dis-

It is not only important that the man in such a position know the company's policies, but that he believe in them implicitly. He must believe in the company's policies because it will be his job to sell these policies to the firm's representatives as well as to its customers. Moreover, once adopted, right or wrong, he must maintain and defend these policies. A criticism of the concern's policies to the salesmen will be nothing short of suicidal in its effect upon the or-

This should not mean, of course, that policies cannot be changed, nor should it mean that the salesmen should have no voice in formulating the policies of the company. As a matter of fact, I believe very firmly that the sales-man should have a part in formulating the selling policies under which he operates. Salesmen should not only have the privilege, but should be encouraged, to suggest changes in policies where they are convinced it would help the business. Until a policy is changed, though, the traveling sales manager must stand up for the policies and endeavor to set the salesman right if he is wrong. Also, he must be in thorough sympathy and accord with his chief, the general sales manager. Indeed, it is highly essential that they be of one mind in all matters relating to the business. Otherwise, there will be friction and misunderstanding, with ultimate demoralization at home and in the field.

This does not mean that the peculiar idiosyncrasies of each must be approved by the other or that they must have the same ideas outside of business. This is not my thought at all. These are matters of no concern—but when it comes to business and the policies of the company, they must think alike.

A man occupying this responsible position should never lose sight of the fact that everything must be treated from the broad standpoint of its effect on the business as a whole in the entire territory where the firm operates.

He must also bear in mind the effect of every action on the organization as a whole.

As a salesman, he dealt with problems that were individual and that affected his local area. Now, they must be considered from the broad standpoint of what they will mean to the entire business, the entire policy and the entire organization. In every large business conducted on the basis of a definite, rigid policy, many matters come up where a very simple expedient would relieve a troublesome situation but where the remedy would be worse than the disease if all the factors involved were not taken into consideration.

Another important matter is this: In dealing with salesmen, and particularly in working with them, the traveling sales manager should keep in mind that his own personal methods of selling may not be adapted to them at all and he should not insist that they use his methods. Each sales proposition contains certain basic arguments or talking points. These should be brought out for the benefit of the salesmen together with any suggestions that will be helpful, but salesmen should be encouraged to use them in their own way.

#### MUST OBSERVE FIRM'S POLICIES

The traveling sales manager should never deviate from the company's policy or violate definite instruction. If he does, it will have a bad effect on the men. Then again, they may, in some cases, do the same thing themselves and when criticized for it will refer to what the T.S.M. did.

In dealing with the salesmen, the traveling sales manager must be dignified, yet sympathetic. He must study their problems from their point of view and he must show by word and action that he appreciates their difficulties and that he is there to help them.

He should treat them fairly, but where criticism is due he should not hesitate to give it. He should never become so intimate with the salesmen that he cannot criticize them where necessary. He is no better than the salesmen nor is the general sales manager, but

LET'S see, What dowe mean By coverage?" Isn't only Interesting! It's instructive! Just off the press.



Where shall we Send your copy?

9 East 40th St., New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester—American Detroit—Times

Chicago-Herald and Examiner Seattle-Post-Intelligencer San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record r-American
Times
San Antonio-Light
Milwaukee-Sunday Sentinel & Telegram

"If you want to see the color of their money-use 'color'." A.J.K.

## Six Newspapers and



Ten million people live within the trading areas of the six cities covered by these newspapers: BOSTON AMERICAN, CHICAGO EVENING AMERICAN, DETROIT TIMES, ROCHESTER JOURNAL, SYRACUSE TELEGRAM AND WISCONSIN NEWS, (Milwaukee).

Ten million people! Enough to permit any advertiser to accurately test the possibilities of a product designed for general distribution.

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES

## Ten Million People

Boston, Chicago, Detroit, Rochester, Syracuse and Milwaukee represent six clean-cut markets. Each of them through the newspapers listed offer the ideal combination of buying power, concentrated population and intensive circulation coverage. As a COMBINED MARKET the field covered by this newspaper sextette is of itself of tremendous importance.

These six newspapers, used as a group or separately, offer advertisers pulling power that produces sales at a real profit.

Detailed information as to rates and circulation may be obtained by addressing the nearest office of the group.

2 Columbus Circle

New York R. E. BOONE Hearst Building Chicago H. A. KOEHLER

EASTERN OFFICE WESTERN OFFICE NEW ENGLAND OFFICE Hearst Building Boston S. B. CHITTENDEN

ROCHESTER JOURNAL SYRACUSE TELEGRAM WISCONSIN NEWS (MILWAUKEE)

their positions attach to them a responsibility which makes necessary for them to avoid complications and keep a free hand in directing the salesmen.

A man occupying a position as traveling sales manager must set an example to the men and set a pace for them. This means that, aside from doing everything right, he must be doing lots of it. other words, he must utilize his time to the best advantage by planning to avoid duplication and the loss of time. Otherwise, the things he does will be imitated by the salesmen.

In suggesting changes of policy, the broad principle of justice to, and harmony with, competitors should be kept in mind. It should be remembered that a price advantage is always of a temporary nature and the real problems of business must be solved on some other and more substantial basis.

By way of summary, I might say that I believe that the closer the personal contact of a sales manager with his men and the more intimate his knowledge of his customers and trade conditions out on the territory, the more efficiently will he be able to handle his organization and develop the business. If he is unable personally to spend the time on the road to do this, it may be found profitable to use a traveling sales manager.

#### Appoint Kirkland-Engel Agency

The Bike Web Manufacturing Company, the Simplex Tire Company, The Barawik Company, manufacturer of radio parts, sets and kits, the American Radio Engineers, radio correspondence schools, and the Sanger Tours, all of Chicago, have appointed the Kirkland-Engel Company, Chicago advertising agency, to direct their advertising accounts.

#### San Fernando Valley to Be Advertised

A group of towns and counties in the San Fernando Valley in Southern California have formed an association to advertise the valley. A fund amounting to \$150,000 has been raised. O. J. Renfrew, of Lankershim, is secretary of the association.

#### Campaign Planned to Advertise Planing Mill Products

E. J. Curtis, president of the Millwork Cost Bureau, Chicago, has appointed a special advertising committee pointed a special advertising committee to outline a plan for a campaign to advertise the products of planing mills. E. C. Noelke, of the Noelke-Lyon Company, Burlington, Iowa, is chairman. The other members of the committee are: U. M. Davis, Morgan Company, Oshkosh, Wis.; E. M. Ottinger, Ottinger Lumber Company, Greensboro, N. C.; Frank Stevens, Waco, Tex., and Arthur S. Vaughn, Providence, R. I.

#### Street Railway Advertising Tells How to Keep Cool

"Keep Cool in Louisville's Parks" is the timely advertising appeal being made in newspapers of that city by the Louisville Railway Company, Louisville. Ky. The advertisements, which tell what car lines to take to reach various Louisville parks, state that "even if you don't own an automobile, you can reach the parks conveniently and quickly on a street car."

#### J. S. Shirley with Blue Seal Chemical Company

John S. Shirley, formerly advertising manager of the "X" Laboratories, New York, has joined the Blue Seal Chemical Company, Roselle, N. J., as advertising and sales promotion manager. E. G. Babcock, who was assistant advertising manager of the "X" Laboratories, has been made advertising

#### Wade Werden Joins George Batten

Wade Werden, for the last two years Wade Werden, for the last two years with the Chicago copy department of the J. Walter Thompson Company, has joined the Chicago office of the George Batten Company, Inc. He was at one time copy chief in the service bureau of the A. W. Shaw Company.

#### Story, Brooks & Finley to Represent Ohio Papers

Story, Brooks & Finley, Inc., pub-lishers' representative, has been ap-pointed Eastern representative of the Akron, Ohio, Beacon Journal and the Springfield, Ohio, Sun. These papers also are represented by this company in the West.

#### Industrial Advertisers to Meet in Atlantic City

The National Industrial Advertisers Association will hold its annual meet-ing at Atlantic City on October 19, 20 and 21. W. A. Wolf, of the Western Electric Company, New York, is chair-man of the program committee.



# Two modern inventions bring the world to you

The telephone and The Literary Digest are brothers, in that they are both good and useful inventions.

The telephone makes every other telephone subscriber your neighbor.

The Digest gives you the thought

of the world, everything that has been done or said that is worth while. It is the consensus of opinion of five thousand editors, boiled down, condensed and arranged so that you may know everything that has happened each week.

The telephone and The Digest are both labor-saving devices. The telephone saves miles and miles of traveling. The Digest saves years and years of reading.

The kind of a home that has a telephone appreciates The Digest. For by the simple act of installing a telephone a family places itself among the list of progressive, enterprising people who are interested in the events that are taking place about them, who keep in touch with the affairs of their neighborhood, of the country and the world.

To think of the market for any

article whatsoever in terms of one hundred and ten million people is futile. Advertise to those who understand your message and are responsive to an advertising and selling appeal. The telephone is the surest index of this market. One-third of the country's homes have telephones, and it is conservative to estimate that they buy two-thirds of the advertised commodities sold.

It is a good thing for the national advertiser to aim at—coverage of the 8,500,000 families in the telephone market—and obviously the telephone subscriber circulation of a number of magazines must be added together to total more than eight and a half million.

Because in the ten years (1915-1924) The Digest has continuously circularized telephone subscribers, it has increased its circulation to more than 1,300,000 copies per week and can make to all manufacturers of nationally advertised products this definite statement:

The home with
a telephone is the
best market
and the best million telephone
homes are subscribers

The literary Digest

## King Cotton Made to Yield Heavier Tribute

In Conserving Spread between Growth and Manufacture, Texas
Becomes Advertisingly Alive

## By G. A. Nichols

A FEW years ago some thoughtful Texans, including John W. Carpenter, general manager of the Texas Power & Light Company, of Dallas, found why that State, capable of main-

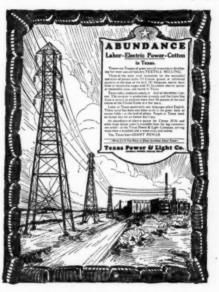
taining fifty million people, had only a relatively small population. It was because the spread between the raw material and the manufactured product was not conserved.

When a State confines its activities mostly to producing the elements out of which merchandise is made, and then to distributing the finished article, it lacks the most important factor in building permanent wealth. The loss caused by failure properly to utilize the spread places an automatic and inexorable drag on all efforts to pile up reserve wealth. It needs manufacturing-iust as the industrial State or community without raw materials could grow rich quicker if it had them. When

a State can raise these materials, make them into goods and then distribute the goods, the spread is saved. What was a waste then becomes a steadily growing asset.

Added population has to have something to live on. Otherwise it becomes a liability.

Texas raises cotton—more than half of the South's total yield of long staple, according to some authorities. This was the condition, in fact, at the time of the awakening just referred to. Nevertheless the State, considering the bigness of its opportunity, did not seem to be getting anywhere. It wanted and needed more people.



THIS IS THE TYPE OF COPY WHICH IS HELPING TEXAS TO FORGE AHEAD

But how was it to support them? The answer was seen in the \$14 or so a bale that it cost to compress cotton and ship it to mills in other sections of the country. So far as Texas was concerned—and the same story is true in other cotton-producing sections of the South—this spread represented a waste. In any event, it was a profit that outside interests got.

Then ensued a movement which has brought cotton mills to a number of important Texas cities such as Houston, Dallas, Fort Worth, Waco, and Austin. Through super-power, the manufacture of cotton goods is being further decentralized by the establishment of mills in many smaller towns. Thus the spread is being conserved and the waste turned into just that much more profit.

The story is, of course, that Texas became advertisingly alive. It learned its part of the great merchandising lesson taught to the South as a whole in the rebuilding process following the Civil War. It was sixty years ago last April, by the way, that the war ended, leaving the South bankrupt. Today the South is getting rich. The development that has come about has been referred to as a business miracle. It is nothing of the kind. Rather it is the inevitable outcome of properly and energetically applied economic principles, with a minimum of unnecessary and gratuitous interference.

Economic law always wins in the end and when it does win everybody benefits. But when it is helped rather than retarded, as has been the case in Texas, the consummation comes more quickly.

The development going on in Texas has a lesson for the business of the rest of the country, now that everybody is trying to reduce distribution cost. What has been, and is being, accomplished down there is entitled to the respectful consideration of everybody involved with buying and selling merchandise—including certain gentlemen in Washington who apparently look upon business as something that has to be engineered by political methods.

This writer, while in Texas last month, had the privilege of discussing the cotton mill development with a number of representative business men including Mr. Carpenter; C. R. Miller, a Dallas cotton mill owner; M. J. Norrell, a former banker who is now manager of the wholesale and manufacturing department of the Dal-

las Chamber of Commerce, and R. L. Thornton, president of the Texas Bankers' Association. Here, in composite form, is the story of the development with the economic reasons behind it.

First, as to the reasons:

Texas, with its favorable climate and its vast stretches of grazing land, originally was a cattle country. And then agriculture was added, a large part of the development naturally being in cotton.

Distributing facilities were needed through which the State's produce could flow into the general market and which in turn would form the State's source of supply for outside merchandise. As a consequence great jobbing centres grew up. But all this did not create enough wealth for the State to support the larger population which it wanted.

Two ways of creating this much needed wealth were open. The first was in the productions of the soil. The second was in the finished merchandise. Somewhere between the two lay the wealth that was desired. The only way to conserve the spread was to add manufacturing.

A few mills naturally had been established in Texas. It would be strange indeed if this were not the case in that habitat of cotton. The larger cities of Texas got and held a part of this business. But most of it went to the great centres beyond the borders of the State, on account of certain factors then favoring the centralization of industry. Furthermore, Texas was handicapped in certain ways so as to make competition with these centres difficult.

Originally, the air was too dry in most of the State for textile manufacturing. There was skepticism as to the water supply in many cities and towns. Cheap fuel for power was lacking. Distribution costs, due to a restricted market, were high. The people were largely agriculturally rather than industrially minded and they lacked the will and the means to create industrial enterprises.

The leaders in the move com-

## Gained 17% Kansas City Factory Output \$459,121,113 in 1923

according to census figures just published

UPWARD climbs Kansas City's industrial skyline. Building permits almost doubled, compared with last year, and recent reports from the U. S. Census Bureau show that factory OUTPUT in Greater Kansas City is likewise gaining rapidly—17% in two years.

The Journal-Post will sell your products in this big, prosperous area. Over 61% of the newspaper readers in Kansas City read the

Journal-Post.

### Typical Output Figures for Greater Kansas City

Your Advertisement	Bread and other bakery products	\$16,035,177 9,420,032
in the	and repairs, steam railroad repair shops	6,836,754 6,040,140
Journal-Post Will Reach a	Clothing, women's Coffee and spice, roasting and grinding	2,943,110 6,941,501
Prosperous	Druggists' preparations Envelopes	1,822,543 1,016,293
Reader Family of	Flour mill and grain mill products	26,575,472
Nearly a Million	where classified	3,706,256 1,563,067
Members	Lumber, planing mill prod- ucts, not made in planing mills connected with saw- mills	4,389,330
	ing, wholesale	199,297,904

(Always Include Us on Your Schedule)

## Kansas City Journal-Post

VERREE & CONKLIN, Inc.

New York

Chicago

Kansas City

Datas

San Francisco

pletely to "textilize" the State, after acquired their vision of what could be, set about it to remedy and overcome these objections.

Mr. Carpenter was interested for two reasons. He had power to sell. Through helping create textile mills he would bring about a market for his own product.

His first step then was a thorough study of cotton mill conditions in the manufacturing centres of the Northeast and Southeast. He talked with economists, financiers, engineers, mill owners, operators, superintendents and workers. He tried to learn from everybody even remotely connected with the textile industry.

The next step was to bring to Texas leading mill owners and engineers as well as textile economists to see what the State had to offer. He wanted them to survey the field from the standpoint of desirable factors and to express an opinion as to the feasibility and future of cotton mills in Texas.

Many new mills were built and are now in successful operation. The old established mills took on new life and expanded their facil-The duck and drill mills, once the predominating type, are now being augmented by plants devoted to the finer qualities of cotton cloth. In turn, garment factories have come into being to utilize the cotton cloth thus manufactured. One of the larger companies has completed plans for a great bleaching plant and towel mill. It will make towels for the trade, do its own bleaching and operate a trade bleachery.

But the real significance of what has happened since the State got to be advertisingly alive is not in the development of the leading industrial centres. There is hardly a city or town of any importance in the Texas cotton country that, at this writing, has not a textile mill committee at work. They are being encouraged and helped by a special committee of the Texas Bankers' Association. The University of Texas and the State Technological College have installed special departments for

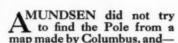
training men and women to become textile experts in view of the greate: development yet to come.

As part of the ambitious plan to textilize the State the leaders in the enterprise are now utilizing the State's deposits of lignite. This is a low grade of bituminous coal which disintegrates quickly after it is mined. The Texas Power & Light Company has built plants to convert this lignite into electricity. The lignite itself cannot be transported profitably. But the power which it makes possible can be. The plants are built adjacent to the lignite supply. On the banks of the Trinity river near Trinidad. Texas, for example. there has been erected a plant of 160,000 kilowatts capacity. Here the lignite is mined and pulverized into powder in hoppers. Then the powder is blown into the furnaces after the same plan as oil-burning furnaces. Through high voltage transmission lines the energy is carried to the various load centres of the company and is then available, at a low rate, to any town that wants it for industrial purposes.

Mr. Carpenter is not the only industrial leader to conclude that there are limits to the advantages of centralized manufacturing. North Carolina and neighboring States have done much to prove the same idea. In fact, the industrial development of North Carolina really challenged the centralization theory.

The factories in North Carolina—and those in Texas are being developed likewise—are located chiefly in towns, where the operatives live as "folks" in individual dwelling houses, with yards, gardens, trees and flowers, rather than in great cities and in barracks. And these industries have succeeded. The central power plants, anomalous as it may seem, lend themselves finely to the decentralization idea.

North Carolina has not built a single large city on the basis of its industrial development. Its largest city in 1920 had 48,395 inhabitants. That is Winston-Sahabitants.



New Orleans used to have three newspapers. It's a fourpaper field today.

In making Fall plans and lists for 1925 and 1926 selling -don't use 1924 figures.

The Item-Tribune's total weekday circulation now approximates 100,000—with the largest city circulation in New Orleans, about 80,000 copies in a city of 76,000 homes.

Put New Orleans on that list-but get the list right.

## Mem Orleans Item-Tribune

Weekdays, 15c a line

Sundays, 18c a line James M. Thomson A. G. Newmyer Associate Publisher Publisher

National Advertising Representatives

John Budd Company New York Chicago St. Louis Atlanta Los Angeles San Francisco Seattle

# Again Pioneering

Blazing the Way to Still Lower Costs

"Cut production costs, lower and still lower"—
is the constant task before industrial executives.

And again FACTORY is blazing the way—searching out the unrealized wastes of production and guiding industry's executives in their elimination.

Of real importance in every plant is the handling of materials. But how important? What savings are possible? Do executives really know?

# Beginning in A Nation-Wide Indus-

Shows Industry's Executives
New Possibilities

Engineers of the A. C. Nielsen Company, Chicago, have gone into plants of every kind—have studied every kind of handling—the work of every type of equipment. August FACTORY will put the whole picture before industry's executives.

Never before have such facts been gotten. But here the executive will see for the first time just what part of costs go into this activity — what savings modern methods and equipments offer.

August FACTORY, while featuring this handling survey will of cours: carry its usual quota of articles dealing with other important management subjects.



## A New Idea

## An Engineering Study in An Unexplored Field

Into every production operation enters the handling of materials — it runs throughout the plant. Yet never has industry segregated it, to determine its full importance and its possibilities for savings.

So FACTORY has taken up this work, and into this unexplored field has sent the Nielsen staff of trained engineers to study all branches of industry—to develop the true facts.

## August FACTORY trial Handling Survey

## Evidence of FACTORY'S Leadership

The "most progressive step ever taken for industrial handling"—thus, briefly, have scores of executives characterized this work.

And it is this sort of work which marks FACTORY'S leadership in this field—a leadership that has brought over 100,000 industrial readers.

August FACTORY offers an unusual advertising opportunity. For full details of the special sales tie-up write FAC-TORY, Cass and Erie Streets, Chicago.

> And August INDUSTRIAL MER-CHANDISING, for Distributors and their Salesmen, will feature this handling story as it interests the distributor of handling equipment.



lem, with Charlotte a close second. But the State has many small, substantial, stable cities. These are but outstanding links in a great chain of factory towns. In riding over the principal highways of the State one is rarely out of sight of factories. They are of direct benefit to the communities in which they are located, but the larger cities are benefited in their jobbing trade and in financing. North Carolinians have established factories because they pay returns on the investments.

It is evident that the future industrial development in Texas will be largely along these lines, distributed among many towns, with indirect benefits to the larger cities. And if industries shall be brought back close to the farms, it is logical that the boys and girls who are leaving the farms for the cities, for the lack of employment on the farms, will find places in the nearby towns; also that the farmers themselves will benefit through home markets for the products of diversified agriculture, such as poultry products and garden truck. It has worked out that way in North Carolina and its neighboring States.

The handicaps under which Texas labored at the beginning of the textilization movement have been largely solved. Artificial humidification has been perfected to a point that makes possible the manufacture of all except the very finest goods. Most of the cities and towns, after they got the advertising vision, provided adequate water supplies. Power was obtained through utilizing the State's great resources of coal, natural gas and oil in addition to the lignite.

The big idea wes merchandised to the people of the State through advertising methods similar to those that would be employed in selling a commodity or an institution. The Texas Power & Light Company is carrying on an outside advertising campaign designed to acquaint manufacturers with the advantages of the State as well as the economic principles suggested in this article. The presentation

has to do with the abundance of Anglo-Saxon labor and so on.

But for the most part the effort is directed at the cities and towns in the Texas cotton belt which are in touch with the lignite power supply.

Senator Morris Sheppard of Texas, tells Printers' Ink that the ideal objective of that State is to have a cotton mill in every community, owned and operated by the farmers and merchants.

"The community mill," he said, "should, if necessary, be small at the beginning. All the stock should be owned by the farmers, retailers and the workers in the mills. History for generations has proved to us that it is not the large factory employing 500 or more men and women that is an asset to a community, but that the real advantage comes from the small mill or factory working on a safe and sane basis. In France the finest silverware and the most exquisite cloth are made in small factories. These Texas mills are profiting by past experiences of others. They are starting modestly and are expanding as the success of the business permits."

Sheppard has Senator brought out one of the most enlightening features of the entire advertising awakening. When the people of Texas were made to see the establishment of these community owned and operated cotton mills as a means of making the State economically free, they went about it in a strictly businesslike way. Leading business men, advised and encouraged by the Texas Association, Bankers' stepped heavily upon the wildcat promoter wherever he dared to show himself. The cotton mill enthusiasts were determined that the industry should not suffer as the oil business in Texas has been forced to suffer through the workings of ambitious gentlemen such as Dr. Cook, who is now in prison at Ft. Leavenworth.

"There is no difficulty," says Mr. Thornton, "in causing a town to want a cotton mill. Furthermore every town ranging in size from 5,000 to 50,000 population is

able to build one. But it is very easy to misdirect sentiment of this kind, in which case it becomes an absolute liability. The thing has to be worked through on a constructive program and this is the reason the Texas Bankers' Association has a standing committee which is ready to co-operate with any community wanting to have a part in the move to conserve for Texas the great wealth to be had from Texas cotton. The idea is being pushed ahead, therefore, on a basis of strict economies with the fizzy enthusiasm left out. It is a business proposition, with town pride a secondary factor. One large mill, involving an investment of one and one-half million dollars, was entirely financed by local capital in five days."

Under this rigid policy described by Mr. Thornton, town after town is financing its own cotton mill. The business interests of the town get together, form a corporation and subscribe the capital among themselves. Experienced mill men are put in charge. A similar policy is being carried forward in other Southern States which are much older in the cotton manufacturing business than is Texas.

Texas has money of its own to invest. With this money has come a realization of the necessity of Texas money building Texas mills. The population of the State has increased and the market has grown thereby lowering distribution costs. The cotton mill owners are now able to market their products at a price representing a saving to the people and a profit to the industry as a whole.

### Kleen Heet Account for Mitchell-Faust

The Kleen Heet Company, Chicago, manufacturer of heating equipment, has appointed the Mitchell-Faust Advertising Company, Chicago, to direct its advertising account.

### National Advertisers to Meet in Washington

The annual meeting of the Association of National Advertisers, Inc., will be held in Washington, D. C., on November 16, 17 and 18.

## Injunction Halts Removal of Outdoor Advertising Structures

A TEMPORARY injunction, restraining the Massachusetts Highway Commission from interfering with outdoor advertising structures located on private property along the highways of the State, has been issued by the Supreme Judicial Court of Massachusetts. This injunction prevents the removal of a large number of poster boards, painted bulletins and other structures which the Commission had planned for July 1.

In 1920, the State Legislature passed a law providing that the Division of Highways should have the right to regulate advertising devices on private property, visible from highways. On January 24, 1924, the division adopted new rules and regulations of a very drastic nature under which it refused to grant renewal permits for the maintenance of structures that had been in existence for a number of years and further announced its intention of ordering the removal of all structures in technical violation of the regulations on July 1, 1925. At this point, outdoor advertising interests employed counsel and took the matter to court.

### CLAIM REGULATIONS ARE UNCONSTITUTIONAL

In their bills, the advertising companies list twenty-seven reasons why the regulations are unconstitutional. It is contended that the rules and regulations are, to a very large extent, founded solely upon alleged esthetic considerations and have no rational connection with the reasonable regulation of the business under the police powers of the State.

The injunction restraining the Division of Highways from carrying its plans into effect, was issued by Judge Braley, of the Supreme Court. The case is expected to go to a master before it goes to a full court on the matter of law.

# The Fisherman Who Cussed and Quit



Once there was a fisherman who knew his line. And his hooks and equipment were the real stuff. He said: "If this doesn't get 'em, they are nailed to the bottom." There were plenty there all right, but they stayed in the river. All he really needed for success was a little information on where the fish hung out and their favorite form of diet. But the fisherman didn't

know. He just cussed and quit and blamed it on the river.

Many an advertiser would have gained far richer results from the South had he known more about its reading and buying habits. A little study of circulation figures would have shown him that you can't reach the South through magazines alone.

Magazine circulations are comparatively small in the



"Sell it South

South. Newspapers are relatively more important. These are facts borne out by cold figures. The Southerner reads his daily paper from Weather Report to Want Ads. No hasty scanning of headlines. The newspaper advertiser gets full benefit—and rates are lower in the South.

Always potentially rich in its vast natural resources, the New South is rich in fact. Prosperity is here to stay. Each year finds a multitude of new buyers with money in their hands, waiting for the sales message to reach them. It can reach them in newspapers.

The Southern Newspaper Publishers' Association at Chattanooga, Tennessee, will gladly furnish definite information on the South as a market for your product. Write to them or to any of the newspapers listed below.

## These Newspapers Furnish the Most Thorough and Economical Means of Reaching 10 Great States

### ALABAMA

Anniston Star Birmingham Age-Herald Birmingham News Huntsville Times Mobile Item Mobile Register Montgomery Advertiser Montgomery Journal Opellika News

### FLORIDA

DeLand News
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald
Miami Herald
Corlande Reporter-Star
Orlando Sentinel
Palm Beach News
Sanford Herald
St. Augustine Record
St. Petersburg Independent
Tampa Times
Tampa Tribune
West Palm Beach Post

### GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer
Savannah News

Thomasville Times-Enterprise Waycross Journal-Herald

### KENTUCKY

Paducah Sun

### LOUISIANA

Baton Rouge State-Times Lafayette Advertiser Lake Charles American Press Monroe News-Star New Orleans Daily States New Orleans Item-Tribune New Orleans Times-Picayune Shrevport Times

### MISSISSIPPI

Greenwood Commonwealth Gulfport & Biloxi Herald

### NORTH CAROLINA

Asherille Clitzen
Asherille Times
Charlotte News
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayottorille Observer
Gastonia Gazette
Greensboro News
Henderson Dispatch
Illickory Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mt. Telegram
Salisbury Post
Winston-Salem Sentine!

### SOUTH CAROLINA

Charleston News & Courier Columbia Record Columbia State Rock Hill Herald Spartanburg Sun Sunter Itam

#### TENNESSEE

Chattanoga News Clarksville Leaf-Chronicle Columbia Herald Knoxville Sentinel Greeneville Democrat Sun Knoxville Journal Memphis Commercial Appeal Memphis Press Nashville Banner

### VIRGINIA

Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fredericksburg Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Econoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star
Winchester Star

### VIRGINIA-TENNESSEE

Bristol Herald Courier Bristol News

Through Newspapers"

## How and When to Read Your Business Paper

First Get the Right Conception of Business in the Broad Scheme of Things

DE MOULIN BROS. & Co. GREENVILLE, ILL. Editor of PRINTERS' INK:

I am secretary and office manager of our firm. As part of my duties I have charge of advertising, which is almost entirely direct mail—also charge of collection.

lection.

I am subscriber to a number of publications including Postage, PRINTERS' INK, The Mail Bag and System. Now these all contain something of importance to our line of business. Although there might be a great deal in each issue that is applicable, yet one has to look over the entire publication to find

out.

The thing that bothers me is this:
How much time is a person supposed to give to reading such publications as I have mentioned? If a person undertook to read all of the material that is available, there would be no time left for work. Of course, there is time outside of office hours but how can a fellow get his mind off his business when he is away from the office if he puts in time reading material which applies to the business?

This question may be a little out of

plies to the business?

This question may be a little out of the ordinary but I thought you might have some information on it. At least you will have an opinion and I shall be glad to have your answer, either direct or in the column of your publication.

DE MOULIN BROS. & CO.

H. C. DIEHL.

7 E have talked with the Little Schoolmaster about your

letter.

Have you ever come into your office on a Monday morning, Mr. Diehl, with a feeling of alert eagerness; with a new interest in your work, and with the knowledge that you had within you the capabilities of mastering any job? Of course you have.

What was the reason? It might have been an inspiring sermon. A good game of golf. A thought-provoking book or article. An unusual show or movie. Any one or more of countless things could change your attitude toward your work.

We are trying to show that the busy man who can't find time to read has a wrong conception of life. We are trying to show that he divides life into separate cells. In one he puts business. In another he puts health. In a third is religion. In a fourth is his home. His system is wrong. Life is not

separated that way.

This leads us to a statement in your letter which reads: "Of course there is time outside of office hours, but how can a fellow get his mind off his business when he is away from the office if he puts in time reading material which applies to business?"

There is the key to the whole question. You have answered yourself. You have made arbitrary divisions of life—divisions which look highly convenient but that lead only to confusion.

Business must go with you everywhere; just as, for example, consideration and knowledge of health must always be with you.

This thought was uppermost in the mind of the Little Schoolmaster when we showed him your letter. He was, in fact, at that very time writing for the benefit of the Classroom certain remarks concerning the ability of a member of the Class to find selling ideas in books and articles not read primarily for the sake of getting That man's ideas for business. mind is so alive to the idea of the unity of all things in life that he found a real selling philosophy in an almost forgotten speech which Abraham Lincoln made years ago. You will find that particular example in the Little Schoolmaster's Classroom in this issue.

We want to offer this observation from our own experience:
Occasionally you will find articles
or reports in Printers' Ink and
Printers' Ink Monthly on the
experiences met with by a hospital,
a church or a club in raising
money or in increasing membership. Why print such an article
in a business publication? Because
we know that among our readers
are hospital trustees; church ves-

# Buyers are your best sales talk

Ringing the dealer's door bell is a fine way to keep salesmen out of mischief. But ringing the dealer's cash register makes a better showing on the ledger.

After all, the dealer's horizon is limited—and rightly so. National advertising doesn't interest him half so much as local sales. It's the customer who walks into his store to buy, who furnishes the clinching argument for your salesmen.

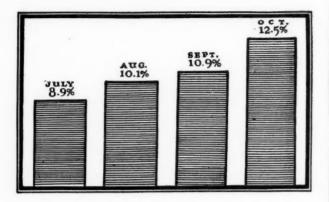
That's our business—to develop the localized sales which get dealers solidly behind a product. We strengthen the mass appeal of general advertising by the close-up work of individual consumer selling.

There's no obligation in letting us explain how our experience may develop better sales for your own product.

## CHARLES FRANCIS PRESS

461 EIGHTH AVENUE NEW YORK

EIGHTH AVENUE THIRTY-THIRD TO THIRTY-FOURTH STREETS



## Farm Income Now On Rising Tide

FARMERS will receive in July 8.9% of their total yearly income. For the next four months the percentage steadily increases. Forty-two per cent of the national farm income will be received during the next four months.

Advertising schedules started immediately will gain the advantage of this peak period. The sales plan gets a flying start and the generally uniform spread of farm income through the

other months will carry it through the rest of the year.

Government reports and authoritive private surveys indicate continued high prices for farm products and an increasingly better ratio between the price indexes of farm products and general commodities.

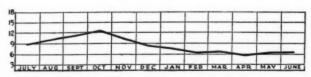
Farm buying power is now 105% of the 1909-13 period—the highest since 1920. Farm money and farm morale both justify your most aggressive sales effort.

Your agency or this office will gladly supply you with specific data on the farm demand for your product.

## Agricultural Publishers Association

Victor F. Hayden, Executive Secretary 76 West Monroe Street, Chicago

Complete coverage of the farm field and dominance of the seventy million population in the rural market



Farm Income by Months-in Percentages

trymen or club officers who are eager to apply from one phase of life things that they have learned

in other phases.

Finally: "How to find time to read?" is a question that is up to each individual for his own solution. And it is a question that is easily solved according to the ambitions of that individual, once he has the right conception of why he should do it .- [Ed. PRINTERS' INK.

## Advertising Managers Discuss Automotive Advertising

PROBLEMS affecting the merchandising of automotive accessories, especially the need of advertising to support jobber sales, were discussed at a recent two-day meeting of advertising managers which was held at South Bend, Ind. The meeting was arranged jointly by the National Automobile Chamber of Commerce and the Motor and Acces-Manufacturers Association and was attended by about sixty advertising managers of concerns which are members of these associations.

The meeting was held in two sections on the first day. On the second day a joint session of the sections of both associations was held. "Making The Advertising Dollar Do More Work," was the keynote of the meeting, of the advertising managers' section of the National Automobile Chamber of Commerce. This meeting was presided over by Edward S. Jordan, president of the Jordan Motor Car Company.

Ezra W. Clark, advertising manager of the Clark Equipment Company, was chairman of the advertising managers' section of the Motor and Accessory Manufacturers Association. Discussions at this session emphasized the necessity of advertising on the part of manufacturers of unit parts, used in new cars and trucks, to keep their products before the at-tention of automobile manufac-Performance, price, servturers. ice facilities and reputation, in the order listed, were given as the

reasons which influenced the purchaser of unit parts. Price is only a statement of fact and, in the opinion of the speakers, unit part manufacturers must depend upon advertising to sell their service facilities and the reputation of their products.

The discussion on the need of advertising to support jobber sales evoked great interest. Accessories advertised to the trade, it was stated, develop dealer and consumer acceptance and, accordingly, makes the jobber's selling work much easier. The effectiveness of such advertising, it was pointed out, is greatly strengthened by efficient merchandising of the manufacturer's advertising to his jobbers and their salesmen.

Among those who participated in these discussions were Joseph C. Bowman, Packard Electric Company; E. O. Bodkin, McCord Radiator & Manufacturing Company; W. G. Pancoast and E. J. Ashton, both of the Biflex Products Company, and C. B. Cook of the American Hammered Piston

Ring Company,

A round table discussion on ways and means of keeping advertising costs down was the feature of the joint session of both sections. This discussion was led by O. R. McDonald, of the American Chain Company, and W. F. Lochridge, of the Bassick Manufacturing Company.

### Appointed Sales Manager of Signal Electric Company

William E. Hopper has been appointed sales manager of the Signal Electric Manufacturing Company, Menominee, Mich., manufacturer of electrical equipment. He was formerly assistant sales manager of the A. E. Hill Manufacturing Company, Atlanta, Ga.

## Oil Account for Morse International Agency

H. Planten & Sons, New York, distributors of Red Mill Haarlem Oil, have laced their advertising account with the Morse International Agency, New York.

### Nat Falk Starts Own Business

Nat Falk, formerly art director of the Carey Crâft Press, New York, has opened his own studio in that city. Be-fore coming to New York, he conducted a studio in Baltimore.

## SIX SIX SIX SIX

ix Reasons why

# OLDSMOBILE SIX selected ATLANTIC CITY • • • •

- I Because this eight miles of Boardwalk is the greatest pedestrian thoroughfare in the world.
- 2 Because there are 1,200 hotels accommodating twenty million people the year-round.
- 3 Because the psychology of advertising has proven a receptive mental attitude when appeal is made to people while at rest and recreation.
- 4 Because 95 per cent of the millions of annual visitors to Atlantic City are prosperous, evidenced by the fact that they are spending money for pleasure and recreation.
- Because the Oldsmobile Six is a Car that answers the requirements of the fairly well-to-do, the well-to-do, and the wealthy.
- Because people of alert mind and keen judgment, as represented in this prosperous class, are impressed by this spectacular Oldsmobile Electric Sign, and will satisfy themselves as to the unusual value of the Oldsmobile Six and its adaptability for all purposes and BUY.

### MAXWELL

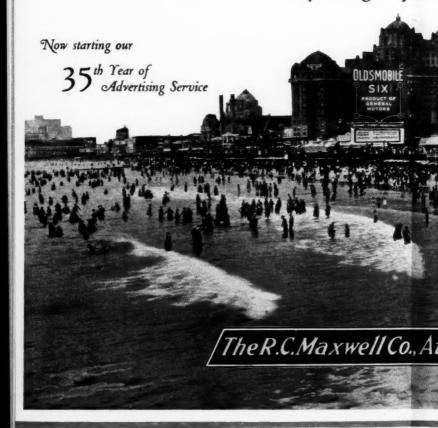
HAS ANOTHER VERY FINE ELECTRIC SIGN LOCATION COMING OPEN SOON

SIX SIX SIX SIX

## SIX SIX SIX SIX S

IKE ALL NATIONAL ADVERTISERS—

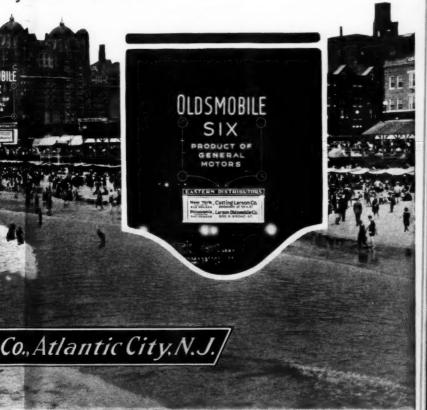
When Oldsmobile though they thought of M



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## X S IX S IX S IX S IX

thought of Atlantic City of MAXWELL



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## SIX SIX SIX SIX

# —and Six Reasons why

# OLDSMOBILE SIX selected MAXWELL

- Because Maxwell controls the best locations on the Boardwalk.
- 2 Because Maxwell has maintained high-class advertising displays continuously for many years for representative National advertisers, and produced unusual results.
- 3 Because of the high quality of Maxwell service by day, and continuous and uninterrupted service by night.
- 4 Because Maxwell takes all the risk and becomes responsible for the safety of these gigantic structures.
- 5 Because Maxwell guarantees uninterrupted firstclass service and improves by embellishment and unique design, year by year, for each of the National advertisers.
- Because the rates are moderate, figured against circulation in other centers, giving more for the advertising expenditure than any other location in the country, with no exceptions.

Communicate with

MAXWELL

of trenton, new york of atlantic city

## Wanted: A Copy Salesman

Too Much Good Copy Is Born to Blush Unseen Because It Is Not Properly Sold by the Copy Writer

## By Amos Bradbury

EVERY time I see the advertise-ment of an advertising agency seeking the services of a man to write copy I feel like crossing out the word "Writer" and substitut-ing the word "Salesman." It isn't a writer who is needed so much as it is a man who can sell what he writes. This is a matter so often overlooked that I feel it is high time attention was called to it. Like the weather, which everyone complains of and no one seems to do anything about, it is left there standing, a problem which calls aloud for discussion and solution. Manufacturers know how it is themselves. They are on the buying end and it is the manufacturers I am after.

Look for a moment at the experience of a young friend of mine. A manufacturer whose account the agency was handling wanted something new-something The product to be adstartling. vertised was a certain make of Almost like an inspiration out of the blue there came to the copy writer the information that these pipes carried the air from the pressure tank to stop the great locomotives as they thundered into the stations. The air brakes invented by George Westinghouse depended on the brand of pipe my friend had been writing about. There, he realized, was the idea.

A page of copy was wanted by the advertiser. George, the visualizer, was called in, also the layout man, also the artist. A series of rough sketches were worked up. There was the giant locomotive thundering in out of the darkness, the engineer at the window. It was being brought to a stop in a dramatic manner by the thin stream of air forced against its brakes. The copy started off "As the giant locomotive bravely. comes plunging out of the darkness into the light of the little station of a small town." It went

on to point out as interestingly as the young man could write it-and he did a pretty good job-that this particular metal had been chosen to carry the air on its important mission because of certain inherent qualities which it possessed. More rough sketches were made and four separate pieces of copy written-all carrying out the same general idea in various degrees of dramatic intensity. They were carefully packed in a portfolio and the copy writer took the midnight sleeper for the western city where the man who wanted something new was waiting for him.

Did the manufacturer receive the new idea with open arms? Did he enthuse about it and congratulate the young man? He did not. He looked over the four pieces of copy. He made certain suggestions here and there. The copy writer agreed with him. The president of the company grew colder and colder toward each one

as he went along.

The copy writer was a writer and not a salesman. He felt his enthusiasm ebbing by the moment. He thought bitterly of the time. effort and work which had been spent by the artist, by the layout man, by the visualizer and by himself upon the copy which he would have been so proud to see in print. But he couldn't pound the desk; he couldn't create attention, interest, desire and action on the part of the manufacturer he was calling on, because just as he was getting ready to do a little selling, the right hand of the captain of industry sneaked unobtrusively under the desk and a little bell was pushed. When his secretary walked in he said, "Johnson, bring in that calendar, the one we used in 1922." Johnson There in front of a fiery blast furnace stood a man stripped to the waist. His back was bent and with a long iron ladle he was





# Cleve

FIRST IN CLEVELAND

250 Park Avenue **New York City** 

Nationally repre

Cleveland San

ALLIED NEWS

Cincinnati

sent Fran

Advertisers interested in selling merchandise or services to the people living in Cleveland and the real Cleveland "Market" are courteously reminded that in Cleveland the newspaper having the lowest rate per thousand of circulation has the largest "city," the largest "city and suburban," and the largest total circulation of any daily newspaper in the state of Ohio.

The Press is Cleveland's leading contact between any-class advertising and every-class home and has been such for 45 years.

## Press land

sented by

A SCRIPPS-HOWARD NEWSPAPER

PAPERS, INC.

410 N. Michigan Boulevard Chicago

Seattle Los Angeles

pre San

## What Richard Spillane Thinks of Birmingham

RICHARD SPILLANE, financial editor of The New York American, in the latest issue of Commerce and Finance, writes about Birmingham as follows:

If you were asked what city is typical of the republic your reply might be New York, Chicago, Boston, or whatever center happened to be your home. But there is one New Yorker who has been over the nation from ocean to ocean, and the Great Lakes to the Gulf, whose unhesitating answer would be, "Birmingham, Ala."

Why? Because no other city of the Western world has so much natural wealth at its doorstep; is, proportionately, so highly industrialized and yet so closely allied to agriculture; because it is a blend of the North and the South, the East and the West; because it is young, and because it expresses vividly that intangible spirit which, in varying forms, you find throughout the nation.

As a city it is young, even for America, where so many cities are young. It didn't come into being until after the Civil War. The petition for its charter wasn't filed until a few days before Christmas, 1871. And yet today it ranks as one of the greatest cities of the South!

Nature has been lavish in her gifts in the Birmingham district. In only a few sections of the globe are there such a diverse number of rich deposits of mineral wealth. Of coal there is a vast quantity. Of iron ore there is sufficient to meet the needs of a century or more. Coal, iron ore and limestone—three major requisites for steel making are in abundance on either side of Jones Valley, of which Birmingham is the Gate. As if that were not enough, the forests furnish 125 varieties of timber, from pine, oak, and poplar to lesser growths, while the farms yield cotton, corn, oats, peas, sweet potatoes, sorghum and sugar cane.

Net Paid Circulation

Greater than 77,000 Daily and 87,000 Sunday

## The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO. New York J. C. HARRIS, Jr. Atlanta

KELLY-SMITH CO. Chicago shoving it in the general direction of the fiery furnace. Below it in bold letters were the words, "Hand Puddled in Small Heats." "Here," said the captain of industry, "this is what we will use for our full-page copy. I'll just keep these sketches and we may be able to do something with them some other time."

He put the sketches and the ideas in the lower right hand drawer of his big, flat top desk. And it is my contention that in the lower right hand drawers of the desks of the captains of industry of the United States are some of the best copy and selling ideas which have ever been suggested. There rest the dreams of copy writers, the earnest efforts of scores of art directors. There rest the brilliant ideas of men who have investigated markets, who have talked to consumers and who have written what they discovered in beautiful English, with the sales message expressed in indirect manner and with subtlety.

## GIVE THE JOB OF SELLING TO A

The trouble has been that the men who wrote the copy have not been strong enough to sell it. Selling a piece of copy is a tough job, as anyone who has tried it knows. The man who can say "yes" or "no" to a new copy idea is too often the same man whose advertising account means the copy writer's bread and butter. In many agencies the man who writes the copy is the contact man. He writes a beautiful bit of poetry in prose about a place of his own dreams up near a mountain lake, and takes it over to the north end of South Brooklyn to sell it to the very practical vice-president of a big lumber company who has taken under his own particular wing the matter of the portable houses which his company makes. He waits in the outer office and finally sees his customer. "It's too flowery," says the vice-president. "It doesn't tell what the houses are made of. Now look here, this stuff is apple sauce. Let's cut out all this bunk about the song of the nightingale in the evening and the smell of coffee over the campfire in the morning and put in some stuff about the good joists we use and positively this is A-1 paint we put on the outside. Who wrote this stuff, anyway?"

And the copy writer, unless he is a superman, doesn't feel like proudly claiming the authorship and going hard after his man to make a sale. He is much more liable to say, "It was one of the young men in our office." "Well," says the vice-president, "we have got to cut out some of this bunk Let's put down here how it is made, why it's good, something about our forty years of experience. Tell them that it's F. O. B. Brooklyn, run the price in big, bold-face letters at the bottom and tell them they can arrange time payments if they want to and let it go at that."

A Wanted: Copy Salesman. Everybody wants one and yet, as is easy to see, it is a difficult selling job. I heard about a real copy salesman a few days ago. For a long time he had been writing the same sort of copy for a food manufacturer. It bored him and he began to think it was boring the readers of the publications in which it appeared. He often wondered just what a piece of copy would sound like if he let himself go. He had some real ideas. One night, after he had been out at his fraternity dinner, until the small hours, he felt wide awake when he got back to his apartment, took down his trusty typewriter and let himself go. His headline, as he admitted, was a "wow." The first paragraph had an alluring charm that bewitched him. The third paragraph had constructive, entrancing beauty leading logically up to a new sales point that hit the reader between the eyes. The whole thing turned out better than he had fondly dreamed.

The next morning he went over it, had it recopied and took it into his copy chief. "Here is an idea, Mr. Johnson, that occurred to me last night and I worked it over this morning. I know that Mr. Webster probably won't like it, but I

think I have a way to sell it to him. Will you give me the chance?"

The copy chief had become so tired of the old kind of copy that Mr. Webster had demanded that he was glad to see anything new. He told the copy man to go to it. and he did. But instead of striding into the office of the food manufacturer and proudly claiming authorship, he used slightly different methods. He took down three other pieces of copy which he had prepared. They were the old type, only more so. He had purposely put in some stuff that he knew would bore even Webster. who could get a thrill out of his factory picture and thought that the public would. After he had gone over the three obvious pieces of copy in a monotone, he said, "Now, Mr. Webster, here is something which was written by a friend of mine, a well-known writer who does not want his name used. He has long been a user of your product and last night at a fraternity dinner he told me that he would like to try writing a piece of copy. We held a conference about it and later on in the evening he went to my apartment and after an hour's work produced something which is so different and so unusual that I am almost afraid to show it to you."

A little more of this "come on" stuff and Webster positively demanded to see the thing the copy man said he didn't want to show. He was almost prone to believe that the man who wrote the copy was either Irvin Cobb, Booth Tarkington or some equally famous author. After working his prospect up to the proper pitch of excitement, the copy writer pulled the copy from his pocket and read it aloud in a totally different voice from that he had used for the previous copy. He used dramatic intensity and fine voice modula-

"It's great," said Mr. Webster when he had finished. "We'll use it."

It was the first time that any piece of copy had been O. K.'d by the president without being dis-

cussed and picked to pieces by a committee on copy which had turned out the trite and obvious stuff previously used. The piece of copy written at three o'clock in the morning and O. K.'d promptly by the president appeared later in the publications used by the company and created somewhat of a sensation among the trade, and even in advertising circles. fact that the next time he turned out as good copy in similar vein he was unable to sell it, since he couldn't fall back again on his argument about the mysterious novelist, has never dimmed in this copy writer's mind the great glow of satisfaction which he felt when that first piece of copy appeared.

One of the things which has destroyed much enthusiasm among copy writer salesmen, is the habit of some manufacturers to pass on a new idea in copy at a big com-mittee meeting. The man who mittee meeting. The man who wrote the copy has explained to some one man why he said it this way, why he used this sales argument and not that, why the words "highest quality" were omitted. But the man who has talked the whole thing over with the man who created it, is only one out of seven when the committee meets. and the president's nephew who wrote vers libre at college is an important member. Each member has his own idea and wants it in. Each has some one phrase without which no advertisement rings true. in his opinion. The piece of copy is examined by itself, like some rare butterfly under glass. why and how and wherefore of the copy in relation to the whole campaign, talked over by the writer of the advertisement with one man, may be handed on to the committee second-hand. often it is left out of the discussion. There sits the committee, as one copy writer described them, "a malevolent conspiracy of silent expectation." They eye the words written about their product to enthuse them. They weigh each phrase in its effect on them, not in the possible effect of the whole piece of copy on the plain folks (Continued on page 103)



# What one food advertiser thinks of Physical Culture as a medium for food advertising

Is Physical Culture a good medium for food advertising? Evidently The Postum Cereal Company is convinced that it is.

The following table shows how their advertising of Postum, Grape-Nuts and Post's Bran Flakes in Physical Culture has steadily increased since 1922:

1922 2 full page adver	tisement
2 double column	66
1923 2 full page	44
6 double column	44
192411 full page	44
l double column	66
192532 full page	6.

A recent questionnaire showed that the readers of Physical Culture are more interested in food product advertising than they are in any one of seventy-six other classes of advertising. Most of them depend almost entirely on Physical Culture's editorial and advertising columns for advice on foods.

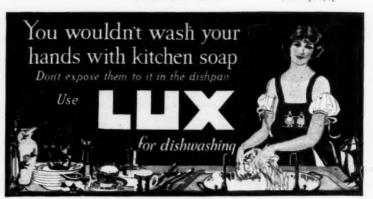
Physical Culture should *head* the media list of every food advertiser.

# Physical Culture

W. C. W. Durand, Advertising Director

1926 Broadway

New York



## Lever Bros. Company

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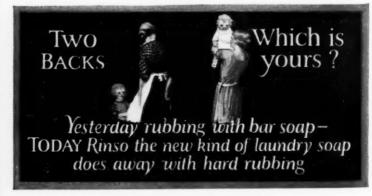
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th

IN 1910, Mr. F. A. Countway, now the president of Lever Bros. Company, made a street car advertising contract amounting to less than \$25,000. With each succeeding year he added more territory. In November, 1920, at the height of the business depression, he showed his confidence in street car advertising by giving us a contract which made his company the largest user of street car advertising space.

## STREET RAILWAYS ADVE





## npany Have Renewed

That contract was for five years' service and it will expire on December 31st of this year. About a month ago, Mr. Countway signed a five year renewal. It is the largest street car advertising contract ever made and amounts to nearly a million dollars more than the previous contract. Obviously, Lever Bros. believe that street car advertising is a necessary and valuable part of their advertising schedule.

## ADVERTISING COMPANY







## Speed and more speed

THE tremendous size and power of the Isaac Goldmann Co. presses, the vast resources of its composing room, the night and day vigilance of its men—have combined to earn this plant a deserved reputation for speed. And now additional new equipment means even more speed.

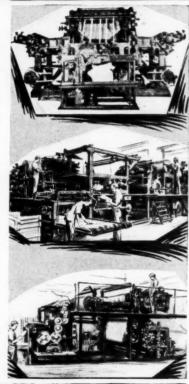
Later closing dates for publishers, quicker deliveries for all buyers of printing.

Versatility and dependability two talking points that really say something to OUR customers.

## Isaac Goldmann Company

80 Lafayette St., New York

Established 1876





out in the suburbs of Dubuque. The copy when it finally emerges from such a committee, bears as much relation to the original as a drowned kitten does to a Royal Bengal tiger.

I hope no committee decides in your place of business, my dear maker of the things I buy when I have the money, and I hope you will let some of these creative young men I so often meet in advertising agencies write more interestingly to me about your product.

It is not long-necked jargon, flowery words or imagery that we, your customers, demand. Just a little more imagination, some more ideas. Some of you are allowing them to do a fine job now. The copy they are writing about what you make is, it seems to me, becoming more interesting and less deadly as the years go on.

One of the current advertisements of this sort is by a copy writer who armed himself with a fact, then let himself go, and either sold what he wrote or was fortunate in the advertiser he dealt with. He wrote the advertisement, "A moss lamp heats an Eskimo's igloo."

There is a heading which adds interest and freshness to the advertisement of Celotex, an insulating lumber. See how he ties up his interesting headline with the sale of the product he is writing about.

A small moss lamp is sufficient to heat an eskimo's igloo—because its walls are insulated.

Minute particles of "dead air," held captive in the snow blocks, provide natural insulation—the most efficient known to science.

But present-day homes of ordinary construction waste two-thirds of the heat that comes from the furnace. One-third of this heat naturally escapes through windows and doors. The other third is unnecessarily wasted. It escapes easily through uninsulated walls and roofs. Ordinary building materials cannot hold heat in. Celotex stops heat waste.

Another man who seems to have had no inhibitions is he who wrote the Old Essex copy now appearing in full-page space. Listen to this:

Your first drink of Krueger's Old Essex will be a long-remembered treat. Let us suggest a bit of ceremony....
Open your bottle and pour its amber contents into your tallest, thinnest glass. Let the frosty head rise in foaming fragrance. Drink with your eyes for a moment ... that warm golden color... creamy bubbles that mist the air with rich bouquet. Now, claim your first thrilling taste. Lilt to its friendly warmth as you drain your glass and pour yourself another. ... A tingling glow steals over you. And you look forward to many a future convival bourwhere, a moment before, you would never have thought so marvelous a drink were possible.

The next time a copy writer talks to you about your product, don't make him sell. See what it is he wants to write about your product. You are a better salesman than he is. Remember he is a writer. You sell him for a change. Tell him to let himself go from the headline to the signature, and you are more than likely to get something good. You have a sales force. Let them do the selling. When it comes to the man who writes, draw him out. Don't make him sell.

### R. H. Woodford with Stewart-Warner Speedometer

R. H. Woodford, formerly with the New York staff of *Liberty*, has been appointed general manager of the radio sales division of the Stewart-Warner Speedometer Corporation, Chicago. He was at one time central sales manager of The Wahl Company, Chicago.

### Ventilator Account for Miller, Black & Vanderbilt

The Allweather Ventilator Corporation, New York, distributor of the Allweather Ventilator, has placed its advertising account with Miller, Black & Vanderbilt, Inc., New York advertising agency. Newspapers will be used.

### Portland "Evening Telegram" Appoints F. S. Allen

Franklin S. Allen, who has been with the New York American for the last three years, has been appointed assistant to the publishers of the Portland, Oreg., Evening Telegram. He was at one time with the Los Angeles Examiner.

### Theodore E. Ash Agency Has Perfume Account

The Theodore E. Ash Advertising Agency, Philadelphia, has obtained the advertising account of Mate, Inc., perfumes, Philadelphia. A national campaign will be conducted.

## Why We Stopped Advertising

Are These Reasons for Calling a Halt to a National Campaign?

## By a Vice-President of a Manufacturing Company

The author of this article

is the vice-president and

sales director of a company

manufacturing an article

sold for use in the home,

particularly the kitchen, and

in public institutions such as

hospitals. For very obvious

reasons his name cannot be

revealed. The questions he

propounds to the readers of

PRINTERS' INK, however, are

of vital interest to adver-

tisers with limited appropria-

tions and to those manufac-

turers who have but one

article to sell and a quality

article at that.

BEFORE we started to advertise I thought we had the world by the tail. Then we advertised and now sometimes I think the world has us by the tail with only even chances of our being able to escape. I'll concede every good thing about advertising that has ever

been claimed for it. But I'll concede something else besides - it invites competition, and the kind of competition against which advertising is often helpless At least I think so and I'll tell you why.

We make just one product. It has been on the market now about three years. There was nothing like it on the market when we

started. We thought our idea had merit, and that our article had a practical place in the scheme of things. People, we felt sure, would recognize its value and buy it.

We were absolutely right. People did recognize the value of our article and enough of them bought it to encourage us in the thought that we had something which could be promoted and sold on a national scale. From the start, I took to the road and called on dealers in all parts of the country, as fast as I could get from territory to territory. After a while, I saw clearly the limitations of personal salesmanship and how advertising our product to the consumer in a national way would reach masses of people quickly and simultaneously, which would in turn create consumer demand that would work on the dealer.

So about a year after we went

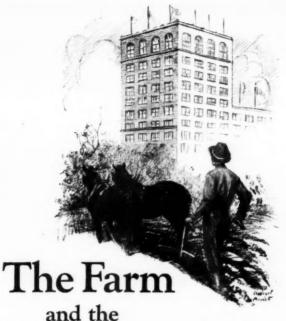
in business, we inaugurated a national consumer advertising campaign-good copy in a selected list of good periodicals. We were well counseled both before and during the campaign, and I kept right on calling on the dealers. I could see good effects from the adver-

tising everywhere. Our sales mounted steadily as the advertising continued. We had every reason to feel greatly encouraged. Working gradually westward from New York, on one of my early trips, finally reached San Francisco. By this time, our campaign had been running several months. Chatting with a dealer one day in San Francisco,

he brought out for my inspection an article somewhat similar in appearance to our own product. It had just been sent to him by a manufacturer in the East. It was quite obviously a cheap imitation made to sell at something like half

the price of our device.

Our article retails in the neighborhood of \$7.50 or \$8 west of the Mississippi. This one sold for \$4.25, I think. I examined it closely and found it to be exactly what it appeared to be-a cheap imitation. There wasn't the slightest doubt but that the man who made it had taken one of our devices and reproduced it part by part with lighter material. Seeing it on a dealer's floor, at a distance, a customer might easily mistake it for our device. Closer examination of it showed many constructional differences, such as the use of cotter-pins instead of bolts and



# Department Store

Samuel W. Reyburn, one of America's leading merchants, points out some vital business principles that the farmer must learn.

# The COUNTRY GENTLEMAN

June 27th

# Why This Survey is in Such Demand

We expected that "How To Sell To Textile Mills" would be well received, but we were not prepared for such widespread expressions of praise and appreciation.

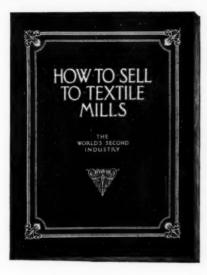
What is the explanation? For one thing, it shows—and this is self-evident—that the Survey contains information of vital importance.

It also indicates an attitude of mind—industrial advertisers are on their toes in search of brass-tacks information about industrial markets and how to reach them.

They seem to realize that, while the tremendous buying power of industry is vested in a mere handful of executives, yet these men are scattered among a number of industries, served (with widely varying degrees of effectiveness) by a large number of publications.

It takes knowledge—FACTS—in order to make intelligent decisions as to sales and advertising efforts and expenditures.

Here is a book that contains facts, concisely stated, about "the world's second industry" and how to reach it.



A copy of this Survey will be sent on request to any manufacturer or agent offering an industrial product or service.

## Table of Contents

### CHAPTER I

## The Textile Industry

The Marketing Problem; The Industry; Where Mills are Located; Their Distribution by Size; Size of the Industry.

### CHAPTER II What the Mills Buy

Equipment Used in Mill Power Plants; Machinery and Equipment Accessory to Manufacturing Processes; Special Equipment; Equipment for the Comfort, Health and Safety of Employees; The Repair Shop.

## CHAPTER III Buying Habits

Who Buys? Personnel of Mills; Their Sources of Information.

## CHAPTER IV Textile Publications

Types of Mediums; Textile World; The Consolidated Textile Catalogs; The Trade Directories.

## CHAPTER V Services Rendered

Definite Service to Advertisers; Conclusion; Your Plan.

# Textile World

Largest net paid circulation in the textile field

Audit Bureau of Circulations



Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.

334 FOURTH AVENUE

NEW YORK CITY

rivets. Where our product was conscientiously made to give good service for a long time, with all moving parts nickeled to prevent rust, with a patented arrangement for quickly detaching the door or cover from its hinges when the article is taken apart for cleaning, and with an attractive and durable finish to withstand wear and a certain amount of abuse, this competitive article seemed to be turned out to sell at a low price.

If this was all there was to it, I wouldn't feel so badly. But as our advertising campaign progressed during the following year other imitations appeared. I don't know exactly how many there are now on the market, nor do I know who all the makers are. Some are manufacturers who have taken it on as a side line; others, so far as I can find out, make only the one product. No other article of this kind has been nationally advertised. Our competitors are all cashing in on our advertising and sales efforts. Apparently we gave them the idea and our advertising has created the market. We have not tried to meet this competition by putting out a cheaper device, nor have we cut our price. On the other hand, we have improved our quality without raising the price and have thereby increased our cost of production. One other thing we have done, however, is to stop our national advertising for the time being, because its principal effect seemed to be that of creating a market for our competitors.

How have other manufacturers solved a problem of this kind? I do not believe it is wholly unique in the history of advertising. Probably many others have met and solved this problem. Ought we to go right on spending money for advertising on the theory that we will get our share of results even though we do create a market for competitors, and that virtue will be its own reward in the end? That sounds simple enough and the solution would probably satisfy me if somebody else's money was involved. Or, did we go into national advertising too early and should we first have tried to establish our distribution more firmly?

We do not sell through jobbers, but direct to hardware, housefurnishing and department stores. is one department of That business-the home market. our We have another market made up of professional users, such as dentists, doctors, hospitals, dispensaries and the like, which is sold through the dental and hospital supply dealer. While this end of our business is not so large as the home market, it is better established because the quality of the article has been a big factor in getting and holding this business, and cheap competition has not been able to break in to any noticeable degree.

### HOME MARKET IS BIGGEST

The home market, however, is our big field. Our hope of large future growth, general distribution through national advertising, volume production and lowered manufacturing costs is based on the home market. How are we to reach that market effectively with consumer advertising, when advertising attracts cheap competition which takes our market away from us about as rapidly as we create it?

We went into business three years ago because we thought we had an idea. That idea is a better idea today than it was then. Through our sales efforts and advertising we have created something that did not exist before.

We want to keep and develop this still further.

The reader must not get the impression that we have relaxed our sales efforts because we have temporarily ceased national advertising. When it comes to putting a product into a dealer's store. I believe there is no more effective way to do it than to take the article out and sell it. As I have already stated, since we went into business I have called on dealers in all parts of the country. That's what I am doing all the time. Because I know the dealer situation, I know part of the answer to the question I am propounding-it is that the average dealer doesn't

(Continued on page 113)



## OF BUYING POWER IN MINNESOTA!

MINNESOTA private bank deposits increased 49 million dollars during 1924. More than half of this was in banks in smaller centers outside the Twin Cities.

Farmers produced 47.3% of Minnesota's total income. They contributed importantly to this bank increase. These farmers in 1924 averaged \$2,283 per farm—\$748 more than the United States average.

You must have the farmer if you want sales volume in Minnesota and equally prosperous North and South Dakota. The only weekly farm paper reaching this rich territory is



The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.



Wallace C. Richardson, Inc., 250 Park Avenue, New York

Member Standard Farm Paper Unit

# "The only medium of used by us for Great





Artegus Ward Inc.

50 Union Square, Hew York City

Mouth Dec. 10, 1844

Quite recently we sent you a supply of three new Car Cards and as usual were pleased to note the promptness with which the change was effected.

They are as you know a departure from our usual style of oard inasmuch as each one illustrated two of the higher priced brands in the SEALPACKERCHIEF line.

We can state that these cards are beginning to show definite results in calls for the particular brands sentioned and naturally increasing our sales to the trade.

This is to us another evidence of the value of the Interborough Subway and Elevated Car advertising which since 1808 has been the only medium of general advertising used by us for Greater New York.

With thanks for the efficient service ren-dered, we are.

Very truly yours, THE INTERNATIONAL HOEF, MFG. CO.





INTERBOROUGH SUBWAYS

50 UNION

CONTINUED BY **ARTEM** 

CAR & PO o general advertising reter New York / "

# (For 17 Years)

Sealpackerchief Distribution in Greater New York Stores is Now Almost 100%

> This praise-worthy sales feat was accomplished, to a large extent, by persistent advertising in "New York's Most Widely Read Medium"!





You can teach a Parrot to say "Just as Good" but he won't know what he's talking about.

SEALPACKERCHIEF



CAR CARD & POSTER ADVERTISING

IT PLLED BY

ED

WARD INC.

NEW YORK N.Y.

NEBITT, President



"Do it HERE and NOW" say the Ing-Rich signs on thousands of roadside service stations.

Buying "preference" transformed into Buying-Impulse—that's the job your sign does at the points where your merchandise is on sale. And many big advertisers have learned that they can do that job with permanent porcelain enamel signs more effectively and more economically than with any other kind.

Write for the Ing-Rich catalog. Signs that will last ten years are worth investigating.

INGRAM-RICHARDSON MANUFACTURING CO.

College Hill .: Beaver Falls, Pa.



## ING-RICH SIGNS

Fadeless Publicity in Everlasting Porcelain

know how to sell a quality article.

That statement needs qualification from my point of view. know there are plenty of quality articles sold by retailers, but when the article is a specialty and more or less of a novelty, particularly when it is a utility article such as ours, the dealer is inclined to pay scant attention to it. If people come in and buy it, well and good. If it is not specially asked for, it is apt to be overlooked and will linger in stock until somebody in the store takes interest enough in it to feature it. Should a competitive article come along, very much lower in price, the dealer will be inclined to favor the lower-price article, principally because he doesn't care to take the time to compare values, or because the lower-price article is easier to sell. The article is a specialty anyway, which means that there is not a regularly established de-

mand for it.

I have had no particular trouble in persuading dealers to stock my article on introductory calls. But I have had trouble in getting them to sell it after I have sold it to them. Generally, I make my sale to the proprietor, or if it is a large store, the merchandise buyer. By the time the shipment is received, he has forgotten the features I called to his attention. It goes into stock. To the sales people it is merely a kitchen utensil, a "patented" one, perhaps, but usually just another device. When a customer comes in and asks for such an article, without naming ours specifically, the sales person shows her what he has in stock and about the only "sales talk" there is has to do with sizes and prices, and the prices usually depend upon the size. A small one may be \$1.50 or \$2; a larger one \$2.50 or \$3. Should he suggest ours, or should the customer ask about it, the price—\$7.50—would probably be mentioned first. He might show her how the patented opening device works. He might even add that "it's a very nice device" and explain that the idea of the automatic opening feature is to permit the housekeeper to have access to

the interior when both her hands are occupied. However, the customer's general impression is that the difference in price between our article and the ordinary kind is for the opening and closing arrangement, and that \$3.50 or \$4.50 is a rather exorbitant price to pay for such an attachment. And it is, I admit that I wouldn't think of paying that much extra for such an article just because it was made with a cute patented opening and closing feature.

#### THE REAL SALES STORY

But that isn't our sales story. If that had been all I had to say, I would not have been able to sell our product to the dealer. I introduce it to the dealer as a new idea for performing a certain service in the home-an efficiency measure in keeping with the modern kitchen, and just as much of an improvement, in its way, as a scientifically constructed refrigerator is an improvement over the old-fashioned "ice-box." vice is raised from the floor, has a white enameled finish, with all moving parts heavily nickeled, such as the opening device and thumbscrew for removing the top, a tight-fitting door or lid which is odor and vermin proof, is sturdily built of strong material-and so forth. I describe and emphasize every feature. But more important than the individual features is the modern idea of sanitation and efficiency which the article represents.

This was the way I sold our product to dealers and the way we presented it to the public through our national advertising. As opportunity afforded, I sought out the individual sales people in each store and coached them thoroughly. This personal educational work showed excellent results, and I am sure it would have continued to do so had it not been for the appearance of the cheap competition I referred to previously.

Because quality is, after all, the big thing we have to sell, we are now fighting to hold our market by concentrating our advertising efforts on the dealer. About the

time we used national advertising on the consumer we used the trade publications and letters for reaching the dealer. We still continue the use of letters, and at present this is about the only form of advertising we are using. These letters have been emphasizing quality and profit. Our dealers letters have been generally productive of results; that is, they have brought in orders. Hence, we continue to use them. A specimen of one of our recent letters follows:

#### A TALE OF TWO CITIES

Every community has its quota of Quality Homes—be it a City of Seven Millions, or a Town of Seven Thousands.

Millions, or a Town of Seven Thousands. And in each community, big or little, those Quality Homes represent the most desirable and profitable patronage.

One of the enclosures refers to A Famous Store in a City of Seven Millions. The other relates to an Average Hardware Store in a Town of Seven Thousand. Yet, different as are their markets, the two stores tell substantially same story-

Blank sells readily to Quality Buyers. Two Thousand Dealers are re-order-ing Blank regularly. Every sale pays them a clean Profit of \$2.30—after transportation charges are deducted. And sale follows another on thusiastic recommendation of delighted

With your opening crate we send you a liberal supply of Ethel Peyser's famous booklet "She Does Not Stoop to Conquer," which dealers tell us is one of the most effective Sales Helps they have ever used. Store displays newspaper cuts free for the asking.

- per dozen-In crates of six or twelve.

These letters are processed and filled in with the dealer's name and address. The title is run as a subject line between the salutation and the opening paragraph. other letter that brought good results is the following:

Does Your "Mark-Up" Show Your True Profit?

The "Mark-up" on the sale of a ane "Mark-up" on the sale of a quality article seldom reflects the true profit from such a sale because it fails to measure the Good-Will, or Advertising Value resulting from the transaction. For a Quality Article begets Good-Will—the greatest advertising asset any store may become

Will—the greatest advertising asset on, store may possess.

And while your "mark-up" cannot measure cumulative profits, the fact remains that you benefit vastly more from the sale of an article "Built up to a Standard" than from one "Built down to a Price."

For the Quality Article delights, where the cheaper offering disappoints.

where the cheaper offering disappoints.

And Good-Will-that corner stone of every great mercantile success—is nothing more nor less than a sustained reputation for quality-or dependable-mer-

chandise.

The "mark-up" on Blank is \$2,20—
plus—its value as a Builder of Good-

How many may we send you?

It is conceivable that if we had unlimited money to spend we could use dominating space in leading periodicals and employ six or a dozen high-priced salesmen for a high-pressure campaign of a few months that would capture the market by storm. This sugges-tion has often been made to us. notice, though, that no other manufacturer, confronted with a similar problem, has ever made such a suggestion. Even if we had the money to spend on such a campaign, I don't believe such a course would be warranted by the condi-

I think our advertising problem is a mighty serious one-in fact, a desperately serious one-and one that advertising men do not like to think about. It is no particular hardship to spend money for advertising when the money is available or when other departments of a business can be assessed to subsidize a "little sister" product. But when the business has but one product, when that product is the whole business, and when the advertising must produce direct and immediate returns, I have not been able to find a plethora of evidence that advertising is the Balm of Gilead for all our business ills.

There are those who will say grandly: "The solution is easy. Put out a cheap device to meet cheap competition." Or: "Why, my friend, you need another basket or two and some other eggs to put in them." Neither one of these suggestions is practicable, for the simple reason that each would involve a complete reorganization of our manufacturing facilities that would take as much new capital as would the enlarged advertising and selling campaign I spoke of. Our business has been built up around one product. What we want to do is to preserve it and make it grow.

What's the answer?

## What is it worth to your business

### —the buying favor and the selling favor of this great SUPER-STORE?

DOING an annual business of well over ten billion dollars,

-selling ten thousand varied "items," from sealing wax to ermine wraps,

—every day satisfying millions of requests, reasonable and not,

—spending fortunes in entirely extra service and convenience (swift delivery, privileges of charge and exchange, rest rooms, moneyback make-goods, etc., etc.),

-buying far more advertising space than any other single figure in any industry,

—developing a selling pressure unexampled in the history of trade from the time of Phoenician barter to today,

-studying the markets of the whole world to pre-select best possible values in goods suited to the personalities and the purses of its individual customers,

 ordering in advance, in quantity, under professional obligation to judge intrinsic merit rightly or go under,

—successfully marching on, growing more powerful, more prosperous every day amid the keenest competition of commerce past or present!

Such and much more is the combination of 35,000 stores led by the Economist Group—a super-store molding the very civilization of the land—the world's greatest buyer, the world's greatest seller, the world's mightiest merchandising power!



The "dry goods" merchants of this country have a clientele of a hundred million purchasers. Whine out of ten of all their sales are direct returns on the store's own personality and promotion. ¶Tell and sell the merchant and he'll tell and sell the millions!

The Economist Group regularly reaches 45,000 executives and buyers in 35,000 foremost stores, located in over 10,000 centers and doing 75% of the total business done in dry goods and allied lines. Here are true business parts, read through and but to work by the controllers of community buying and selling.

#### The ECONOMIST GROUP

DRY GOODS ECONOMIST MERCHANT-ECONOMIST

(National, Weekly) (Zoned, Fortnightly)

New York (239 W. 39th St.) — Boston — Philadelphia — Greenville, S. C. Cleveland — Chicago — St. Louis — San Francisco — London — Brussels — Paris

## Is There a Seasonal Appeal for Color?

The Psychology of Different Tones and Shades, as Applied to Different Seasons of the Year

#### By a Commercial Art Manager

WHAT happens when a cool color is used, in color advertising, during winter months? Does an advertiser deliberately miss an opportunity, when he sails to take into consideration the psychology of color, as applied to different periods of the year?

Should a campaign throughout the year carefully watch Nature, in its distribution of color?

This interesting question has been brought up by a reader of PRINTERS' INK, who writes thus:

As a reader of your magazine and noticing the letters on problems of advertising, I am writing you about a problem in the use of color in advertising. The suggestion was made that advertisers take into consideration the time of the year, in connection with the color of their advertisements.

tising. The suggestion was made that advertisers take into consideration the time of the year, in connection with the color of their advertisements.

Certain colors may express coolness, warmth or emotion. Thus, would an advertiser use the cool colors, such as green, blue and violet, for summer campaigns, and red, yellow and orange during the winter months?

Exclusive of the use of certain colors during holidays and special seasons,

Exclusive of the use of certain colors during holidays and special seasons, such as reds and greens of Christmas display, is there any tendency among advertisers to make such a selection of color?

The query is at once an interesting and important one.

That there is a psychology of color, no one will deny; in fact, it has come to be an acknowledged and scientific fact. Thus, women invariably take color into consideration as related to seasons. Red would not be popular in midsummer, because it is freely acknowledged that red suggests heat and is more or less a symbol of it. Cool colors are, therefore, the more popular at this season of the year.

In the advertising of a special fabric for use during the hotweather months, a concern used red and blue, in two color pages, for two specific reasons. When the illustrations called for special emphasis to be placed on the stifling, sweltering heat, the red plate was in evidence. And when the illustrations, because of their human-interest subjects, called attention to how cool and comfortable people were when dressed in this fabric, the blue was in evidence.

We would say, however, that the possibilities of the idea are rather limited. The season of the year when an advertisement is run, may have nothing to do with its subject material, at that specific time. If the inquirer whose letter has been quoted means that all summer advertising should be in cool colors, for the psychological effect, we would reply that there is little to the suggestion. Color should be and is used for a more important and definite reason.

Food advertisers are large users of color. To reproduce a plate of salad calls for the same color scheme in winter as in summer, aside from certain background accessories. A brilliantly patterned rug would be the same in all seasons. True, a certain design might be selected because it suggests cool comfort in summer, but very largely the selection of colors with a seasonal idea in mind would prove a negligible factor.

On the other hand, colors can be made to register undeniable influences. Thus, some of the most successful advertisements in color for a walnut campaign, using space during the winter months, registered warmth, by virtue of studied color schemes. A dish of nuts, with one or two cracked, the rich meats exposed, was so lighted that the reflections were obviously from a snug fireplace. The deep, red, heartening tones made you want to get a bowl of these nuts and have a quiet evening before your own hearth.

Warmth of color, in this case,



# Sunday Star Rotogravure Advertising and Its Reader Interest

Last year the Washington Star in its Sunday Rotogravure Section printed 167,731 lines of Local, and 157,710 lines of Foreign advertising—proving three things:

That local and foreign advertisers recognize the peculiarly strong appeal which can be made in close association with human interest pictures—

That the possibilities of illustrating the details of a product in the expressive tints of rotogravure are worth capitalizing—

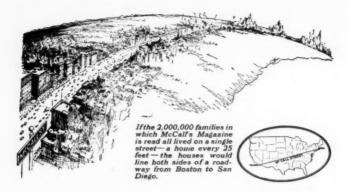
And that the all-including circulation of The Star in the National Capital gives its Rotogravure Section pre-eminence.

## The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE Dan A. Carroll 110 E. 42nd Street CHICAGO OFFICE J. E. Lutz Tower Building



The alert people in every community and at every income level are the people worth while reaching with any new idea. It is this basis of alertness which really counts for most in any classification of people. Income, automobile ownership, telephone installation, home ownership, racial origin and all the other standards for classifying people are less vital than this one—alertness.

From the J. Walter Thompson "News Bulletin," January, 1925

# Mc CALL'S

## The Alert people in every community live on McCall Street

McCall's Magazine represents a New Public with a New Buying Power

Business men know that there is a new public today.

Sales managers feel a new buying power pulsing through the country.

What is this new public? Where is this new

buying power?

It is found in those alert, progressive, up-andcoming people who in every part of America and at every income level constitute the most vital, the most powerful and at the same time the newest factor in present-day national marketing.

McCall's Magazine reaches these alert people. It is edited directly for them with the thrill of life in every page; with the understanding of what they want

behind every story and every article.

Publications are valuable to the advertiser only to the extent they are read. McCall's is read by these alert people. This is demonstrated by the unprecedented demand for McCall's Magazine—the most conclusive proof possible of a maximum degree of public acceptance. This is the sort of acceptance every manufacturer seeks for his own goods.

At the 60,000 newsstands that can be called the "polling places" for the magazines, the women of America have "elected" McCall's over all other women's magazines by buying more copies than they

buy of any other.

McCall's Magazine appeals strongly to this new public, whose alertness demands readability and punch in editorial matter, in the advertisements and in the physical appearance of the book itself. Study McCall's carefully and you will recognize at once that there is something new, something different, about it. You will sense the great vital underlying principle back of it—the thing that constitutes the real advertising value of McCall's Magazine.

You will realize that the people who live on McCall Street are alert people—else they would not be living there.

THE McCALL COMPANY, 236-250 West 37th St., New York City
Chicago San Francisco Boston Atlanta Toronto

Over 2,000,000 Copies a Month

MAGAZINE

was an asset. There was selling power in its suggestion and the advertiser took advantage of it.

One advertiser, as autumn came along, created a desire for a car by the use of various shades of gold and red and brown. You wanted to be out in a machine of your own, seeking quiet and little-traveled country lanes, in a search for brown October leaves. Color, as applied to the season, was most certainly an important selling factor in this campaign.

It is recalled that an advertiser of ice boxes ran a series of advertisements in summer, using blue and green as the dominant color note throughout. The purpose was to surround the refrigerators with a chill and therefore

welcome atmosphere.

It is almost possible to make the reader shiver, by virtue of the color subjects selected, and when the thermometer registers sizzling temperatures, the suggestion is a splendid one for an ice box. It was for much the same reason that a manufacturer of lightweight underwear used scenes of

polar regions, polar bears, etc. By the very nature of their plans, as seasons come and go, certain advertisers take advantage of appropriate colors for specific periods of the year, but this has more to do with the backgrounds and accessories than otherwise. In spring, for example, a motor-car illustration will carry the background tints of pink and white and delicate green, as orchards are passed and fertile fields smile through the composition.

We would not undertake to say that if a black-and-white object were superimposed against a delicate pink background, in April and May, the reader of the advertisement would accept the pink as meaning spring blossoms. Psychology and color do not go

quite that far.

Color is employed nowadays for far more interesting and business-Yet, all the while, like reasons. it is more or less seasonal.

Users of posters make a brave attempt to employ color seasonally and with an eye to the psychological side of the story, but

the more intensely practical considerations of subject matter and sales appeal, linked with the prod-

uct, generally take precedence.

It is entirely logical for a color display for Campbell's Soups to allow brilliant red to dominate, season in and season out, because the Campbell label is of this color and the consumer must be constantly reminded of it.

Long ago, a certain shade of blue was chosen to dominate in the advertising of Old Dutch Cleanser, but this was done because blue is a characteristically "clean" color, and is thus associ-

ated with the product.

There is an advertising science of color, but it applies less to seasonal psychology than to tie-ups with the product and its use, its color peculiarities and exclusive features. If a bright red star is stamped on a certain line of goods. forcing this red star into popular consciousness, in all color advertising, is of far greater consequence than any subtle attempt to make colors fit the mood of the weather man.

#### I. F. Rabbitt with Millsco

Agency

John F. Rabbitt, who has been export manager of the Van Camp Products Company, New York, for the last five years, has joined the Millsco Agency, Inc., also of New York, as consultant.

#### Joins Halister Clarke, Inc.

A. J. Slomanson has been appointed director of publication research of Halister Clarke, Inc., New York advertising agency. He was formerly manager of the plan and media department of the Dorland Agency, Inc., of that

#### L. C. Landis with National Utilities

L. C. Landis has been appointed sales manager of the National Utilities Corporation, Milwaukee. For the last fourteen years, he has been secretary and sales manager of the Milwaukee Air Power Pump Company.

Lacquer Account for Harry Porter Agency

The Egyptian Lacquer Manufacturing Company, New York has placed its ad-vertising account with The Harry Por-ter Company, New York advertising agency. Plans call for the use of business papers.

### Shriners on Pilgrimage Advertise Akron

"Akron Goes A-Calling" Fund Raised to Advertise City at Stop-Overs

FOR five years the Shriners of Akron have been working to receive a charter from the Imperial Council of North America. In the meantime they have been working under dispensation. A year ago, when the Potentate, Robert E. Lee, saw that their efforts were about to be realized, plans were laid for a pilgrimage of Akron Shriners to Los Angeles, to secure and bring back the cov-

eted charter.

In preparing for this trip, which would be taken by a number of Akron's leading business men, the Potentate realized that their journey across the continent afforded an opportunity to create an interest in the commercial activities of Akron. As long as a year ago, the pilgrimage was mapped out so that the trail would include stopovers at a number of the larger The co-operation of the Akron Chamber of Commerce was obtained for the purpose of raising funds for announcing, in advance, the arrival of the two special trains which would carry the Nobles of the Mystic Shrine.

Contributions to finance this unique campaign were received from a number of the principal concerns engaged in the tire and rubber industry and other repre-sentative Akron businesses. The delegates left Akron on May 25 and the following day full-page newspaper space heralded their newspaper space heralded their approaching visit to the people of Denver. This advertising was representative of the copy which later appeared in the newspapers of seven other cities. The itinerary included Colorado Springs, Salt Lake City, Los Angeles, San Francisco, Portland, Seattle and Spokage Spokane.

Each advertisement was cap-tioned "Akron Goes A-Calling." At the top of the page, alongside the caption, was shown an enor-mous automobile tire. To carry

home the meaning of this illustration there was inscribed on the rim of the tire, "Tire Center of the World." The tire encircled a group of factories. Through a break in the rim a parade of Shriners is shown marching across the page. This tire idea also was incorporated in a distinctive booklet, made in the shape of a tire. The tread carried the initials "A. C. C.," signifying the Akron Chamber of Commerce. About 100,000 of these booklets were distributed during the pilgrimage.

Two columns of type, under the name of the city, in each advertisement was changed to apply to local conditions. The copy then reviewed Akron's historical high points, calling special attention to the forthcoming celebration of the city's one hundredth anniversary. In a box, running lengthwise with the copy, was listed, alphabetically, about 300 products manufactured

in Akron.

#### UNUSUAL COPY

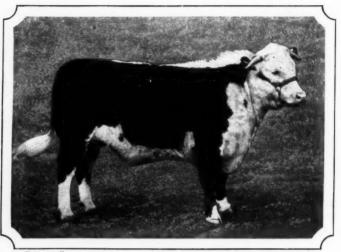
After the copy expressed its interest in the welfare of the city to be visited, it invited attention to the people and industries of Akron "as a group of your neigh-bors and friends." Typical of this friendly invitation is the following: "We take this opportunity while a half thousand of our leading citizens, members of Tadmor Temple, Nobles of the Mystic Shrine, will be visiting in Denver, to give you on this page a little sketch of what Akron is and does. You'll like Akron folks. Come and see the rest of us."

In each city in which the advertising appeared, the Shriners tendered a dinner to the Mayor and 100 citizens. This was done so that the visiting Shriners, instead of entering each city as guests, were able to act as hosts.

This clever and timely tie-up by the Chamber of Commerce with



#### THE · PUBLICATIONS · OF THE



"DEACON," GRAND CHAMPION STEER, 1924 INTERNATIONAL LIVE STOCK EXPOSITION

N A VERY striking way the Kansas State Board of Agriculture has shown how live stock reduce the cost of marketing farm crops. It found that the cost of shipping the feed nec-

essary to produce a thousand-pound steer from Hutchinson, Kansas, to Kansas City, a distance of 235 miles, was \$27.18, whereas the cost of shipping a thousand-pound steer the same distance was \$2.75, a reduction of 86 per cent.

# Corn Belt

#### THE . LIVE . STOCK . INDUSTRY



¶ Efficiency is typical of live stock farming in all its phases. Live stock farmers as a result reap distinct benefits which place them in outstanding leadership. Their influence and buying power are not approached by any other class in the farm field.

¶ Because The Corn Belt Farm Dailies do provide most effective coverage of this important group, advertising space in these publications is worth much more than it costs. The advertising rate is low, guaged by present standards, because the reader is willing to pay, and does pay, his fair share of the cost of production.

¶ With the highest subscription price in the agricultural field, the only inducement to subscribe is the product itself. It has taken fifty years for the circulation to achieve the present volume, but it is *real circulation*—the kind you have a right to expect your advertising dollar will buy.

Daily Drovers Journal, Chicago Daily Journal-Stockman, Omaha Daily Drovers Telegram, Kansas City Daily Live Stock Reporter, St. Louis

Combined Circulation—More than 100,000 Guaranteed Subscription Price—Each publication \$5.00 per year Combination Advertising Rate—35 cents per line flat Unit Service—One Order, One Plate, One Bill

General Advertising Office: THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr. Eastern Office: Paul W. and Guy F. Minnick, 35 W. 42nd St., New York



the activities of a responsible group of its citizens has been successful in making many friends for the city. By taking advantage of paid advertising, the Chamber of Commerce was able to tell a straightforward story of the city and its opportunities. The advertising had a high flavor of news interest. The whole plan affords a welcome contrast to the usual plan followed on such occasions of hiring a press agent to trump up interest in a tour of this kind.

#### California Finds Pay Streak in Conservative Copy

IF superlative copy for a community advertising campaign would be expected from any quarter in the United States it might reasonably be looked for in California advertising.

But California says that such copy would be wrong for any community.

For about three years there has been an organized advertising campaign for the northern part of California carried on by Californians, Inc. During that time approximately \$1,250,000 has been spent to market to the rest of the United States the part of California which lies between the Tehachapi Mountains in the South and Oregon in the North as a place This large in which to live. amount of money has been contributed to Californians, Inc., by citizens and institutions of that territory.

From the advertising that has so far appeared, there has been received more than 325.000 inquiries, which have been followed up according to the recognized practice developed in merchandising commodities. Every one of them has been answered not only with printed literature but also with a personal letter. Under this followup system the answers made fall into several classifications: General, agricultural, industrial and special. The follow-up system is elastic. Wherever circumstances

surrounding an inquiry seem to demand special investigation and reply this is done, no matter what the cost.

This follow-up system, says Frank Carmody, of Californians, Inc., may be considered "amazingly successful in view of the fact that we have had 5,336 second-crop replies and many third-crop replies resulting from the advertising."

As for results, Mr. Carmody says: "A survey last year developed factors indicating that the wealth of California had been increased by \$75,000,000 through the success of Californians, Inc., in bringing to California thousands of producing families and industries. The backbone of our advertising campaigns is settler appeal. We are after producers, permanent producers, not the retired consumer.' We have reached out for the tourist, but simply as a prospective settler, not as a money spender.

"San Francisco has grown tremendously since the inauguration of our campaign, as have San Francisco's hinterlands: the San Joaquin and Sacramento Valleys; the coast country stretching south from San Francisco to Monterey and north from San Francisco to Eureka. The 1920 Federal census gave San Francisco 506,676 population. The Pacific Telephone and Telegraph Company recently estimated the population at 814,720."

Conservative advertising copy in both display space and in follow-up literature and letters, according to Mr. Carmody, can be given great credit for these results.

"We are trying in every way," he says, "to replace the old booster idea of community advertising with sound merchandising practice. That is, we are trying to bring to California only those persons whom we think financially, physically and mentally able to make a success of the venture. We are stressing the idea that the fundamental conditions of success in California are the same as in any other section of the country save that nature has been more bountiful and life is more livable here than elsewhere."

When genius expresses itself, the result is called art. The medium of expression, however, may vary. One man chooses color, another words, still another tone or marble... Bundscho selected type.



# J. M. BUNDSCHO, INC. Advertising Typographers

58 E. WASHINGTON • 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

## Business is Good!

July PRINTERS' INK MONTHLY exceeds all previous July issues in volume of advertising carried

Here are the 185 advertisers in this biggest July issue:-

Leo Aarons
Alderman-Fairchild Co.
Alling & Cory Co.
Altoona Times-Tribune Co.
The American Hairdresser
American Letter Co.
American Lithographic Co.
The American Miller
American Osteopathic Association
American Photo Engravers Association
American Wool and Cotton Reporter
P. L. Andrews Corp.
H. Reeve Angel & Co.
Animated Products Corp.
Architectural Record

B. & B. Sign Co., Inc.
Barnes-Crosby Co.
Russell E. Baum
Beck Engraving Co.
Berkowitz Envelope Co.
Boston News Bureau
Printing Dept.)
Brooklyn Daily Eagle (Commercial
Printing Dept.)
Brooklyn Standard Union
The Buffalo Clipping Bureau
Buffalo News
Burr Printing House
Business Cartoon Service

Canson & Mongolfier
Martin Cantine Co.
Cap-Keystone Nsert Co.
Carkon Co.
Chicago Paper Co.
Chicago Tribune
Christy Container Co.
Clark & Leonard
J. W. Clement Co.
Cohn Attlee Press
Daniel A. Coleman Co.
Commercial Engraving Publishing Co.
Comfectioners Journal
Raymond Crane
Crane & Co.
Cuba America Advertising Service, Ltd.

Davis-Smith Co. H. E. Dievenkorn Dill & Collins Co. District of Columbia Paper Mfg. Co. Dominion Advertisers, Ltd. Doubleday Page & Co.

Dry Goods Merchants Trade Journal E. I. du Pont de Nemours & Co. Celophane Division Eagle Envelope Co.
Eastern Film Corp.
Eastern Manufacturing Company
Economist Group Electrograph Co. Erie Lithographing & Printing Co. Evans Winter Hebb, Inc. Falulah Paper Co. Falulah Paper Co.
E. Fantus Co.
Wm. Feather Co.
Fenton Label Co., Inc.
Finlay Bros.
Flexlume Corp.
The Florist Exchange
Flower Steel Electro Co.
Charles Francis Press
Franklin Book Binding Co. Ewing Galloway
Gatchel & Manning, Inc.
General Display Case Co., Inc.
J. J. Gibbons, Ltd.
August Goertz & Co.
Golding Mig. Co.
Gordon & Gotch, Ltd. Hammermill Paper Co. Hart & Hutchinson Co. Haynes & Kinder Heinn Co. Hendrickson Pub. Co., Inc. Herbert-Spencer, Inc. Hesse Envelope & Litho Co. Charles M. Higgins Co.
Hooven Automatic Typewriter Corp.
Joseph Hoover & Sons Co.
Charles E. Howell H. R. Huntting Co., Inc. John Igelstroem Co. Jaenecke-Ault Co. P. M. Jaques Charles Eneu Johnson & Co. Hen Johnston, Inc. Kalamazoo Loose Leaf Binder Co. Kalamazoo Vegetable Parchment Co. Kansas City Star L. Kehlman Co. Kihn Bros. Knapp Eng. Co. Koenig Cartoon Service

A. Langstadter, Inc. Chas. Lohse Luce's Press Clipping Bureau Lutz & Sheinkman, Inc.

MacLauren Jones Co.
Ware Coated Paper Co. Division
Magill Weinsheimer Co.
R. C. Maxwell Co.
Massillon-Cleveland-Akron Sign Co.
Maverick & Wissinger Co.
McGraw Hill Book Co.
Mergenthaler Linotype Co.
Meyercord Co.
Miami Paper Co.
David J. Molloy Co.
John C. Moore Corp.
Moore Press
Geo. Morrison Co.
Morse International Agency
Moss Photo-Engraving Co.
Muray Studios

National Capital Press National Process Co., Inc. National Register Pub. Co., Inc. Neenah Paper Co. Neo Gravure Printing Co. The New Columbus Litho Co. James F. Newcomb & Co., Inc. New York Daily News New York Sun

Oral Hygiene Otis Lithograph Co. Otterbein Press

The Paper Industry
Pathescope Co. of America
Peninsular Paper Co.
Perfect Letter Co.
Photoplating Co.
Power Plant Engineering
W. F. Powers Co.
Premier Company
Pyraglass Products, Inc.

Louis Rastetter & Sons Robt. Reiner, Inc. Republic Engraving & Designing Co. Retlaw M. L. Rimes Illustrating Co. Rode & Brand A. M. Roedelheim Co. Ignatz Sahula St. Louis Sticker Co. Schaefer-Ross Co., Inc. Sells, Ltd. Service Sign Co. E. A. Shank Sign Co. Keith Shaw Keith Shaw
J. R. Shays, Jr., Inc.
Cobb X. Shinn
Frank G, Shuman Co.
Simmons-Boardman Publishing Co.
Chas. W. Smith
Smith, Denne & More Spokane Spokesman Review & Daily Chronicle Stadler Photographing Co. Standard Paper Mfg. Co. Sterling Engraving Co. Strathmore Paper Co. Thomas Publishing Co. P. Tork Co. Toycraft Rubber Co. Trichromatic Engraving Co. Turck & Reinfeld Co., Inc. U. S. Printing & Lithographing Co. Vizagraph Co. Vizagraph Co.
Wabash Cabinet Co.
The Wahl Co.
Walker Engraving Co.
Walker Litho. & Pub. Co.
Artemas Ward, Inc.
S. D. Warren Co.
F. Wesel Mfg. Co.
West Virginia Pulp & Paper Co.
Bert L. White Co.
Winemiller & Miller
Wohlfahrt Studios, Inc.
Rusling Wood, Inc.

These advertisers are using PRINTERS' INK MONTHLY because they know that reader-interest is built on the quality of a magazine's contents—and on that quality alone. Such executives as Gordon Stewart, vice-president and general manager of Park & Tilford; R. M. Ellis, president of the Tobacco Products Export Corporation; Charles H. Markham, president of the Illinois Central System, and A. H. Deute, general sales manager of The Borden Company, who are contributors to the July MONTHLY, offer one of the many reasons why the MONTHLY has built its picked audience of sales and advertising executives.

### PRINTERS' INK MONTHLY

Forms for the August issue will close July 15th

#### On Dealer Tie-up Advertising

BUREAU OF ADVERTISING AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

New YORK, N. Y.
Editor of PRINTERS' INK:
A prominent national newspaper ad-A prominent national newspaper advertiser, having read the article in your issue of April 23 reviewing the annual report of the Bureau of Advertising, tells us that he has concluded from your quotations of the report that we are opposed to all forms of "dealer tie-in" advertising as being "unsound uncertaing." and uneconomic.

Close editing and the omission of the context in your article has changed the meaning of our expressions upon this point. Nothing was said in our report about local tie-in advertising with the manufacturers' copy in the newspapers, although much might have been written concerning the willing-ness of retailers to give this kind of co-operation and of many newspapers

to foster it.

What was said had to do wholly with the efforts of advertisers who use mediums other than newspapers and then seek the help of newspapers to induce retailers to support this advertisers. space at the tising with newspaper retailer's expense.

BUREAU OF ADVERTISING, WILLIAM A. THOMSON, Director.

#### "Long Island Sketch" New Magazine

The Long Island Sketch is the name The Long Island Sketch is the name of a new monthly magazine which started publication recently at Mineola, N. Y. The publication is devoted to sports, society and country life and is published by The Davenport Press, Inc. McHarg Davenport is publisher and editor. He was formerly with the Glen Cove, N. Y., Echo and at one time was with the Atlan Adventising Agency. New editor. He was formerly with the Glen Cove, N. Y., Echo and at one time was with the Atlas Advertising Agency, New

#### Frank Finney Made Director of Ucan Hair Cutter

Frank Finney, president of Street & Finney, Inc., New York advertising agency, has been elected a director of the Ucan Safety Hair Cutter Corporation, New York.

### Bristol "Bulletin" Merged

with "News"

The Bristol, Tenn.-Va., Bulletin has been purchased by the Bristol Publishing Corporation, publisher of the News. The papers have been merged under the name of the News-Bulletin.

#### Death of T. A. Beall

Turner A. Beall, a member of the advertising staff of Your Car, New York, published by the Macfadden Publications, Inc., died in that city on June 20. He was formerly with the New York American.

#### Columbia University Conduct Advertising Course

Columbia University, New York, will conduct an advertising course during the summer session. Conferences on advertising, headed by E. T. Meredith, former Secretary of Agriculture, will bring together many men

prominent in advertising work, who will make up the faculty.

The course consists of a series of fifteen lectures and fifteen conferences. The lectures will be divided into three groups, made up of five manufacturers who advertise, five publishers of periodicals carrying advertising and periodicals carrying advertising and five advertising agents who create advertising. Those who are to address the students are: Charles Edison, chairman of the board of Edison Industries; H. S. Gardner, president of the American Association of Advertising Agencies; Daniel Starch, director of research of the American Association ing Agencies; Daniel Starch, director of research of the American Association of Advertising Agencies; C. K. Woodbridge, president of the Associated Advertising Clubs of the World and Harry Tipper, Automotive Industries. Others include: Louis Wiley, of the New York Times; Gilbert T. Hodges, The Frank A. Munsey Company; Gilbert Kinney, vice-president of the J. Walter Thompson Company and Frank T. Hopkins, general manager of the National Outdoor Advertising Bureau.

#### Appointed General Manager of Sweets Company

Charles H. Butler has been appointed general manager of the Sweets Company of America, Inc., New York. He was formerly with the National Biscuit Company, of that city, as general manager of Western special sales and distribution forces. He also was manager of several of the company's manufacturing plants, including factory at St. Joseph, Mo. including their candy

#### Restaurant Chain Appoints Greenleaf

The Waldorf System, Inc., Boston, operating a chain of restaurants, has appointed The Greenleaf Company, advertising agency of that city, to direct its advertising account.

#### S. P. Newton Leaves Williams & Cunnyngham

S. P. Newton has resigned as secretary and treasurer of Williams & Cunnyngham, Inc., Chicago advertising agency, with which he has been for thirteen years.

#### Made Business Manager of San Francisco "Call-Post"

Horace M. Goddard has become business manager of the San Francisco Call-Post. He was formerly president of Goddard and Staff, Inc., New York advertising agency.

### Are Chain-Store Advertisers on the Wrong Road?

Chains Should Do More and Better Advertising, with Price Subordinated

#### . By J. M. Fly

President, The National Chain Store Grocers' Association

FEW chain-store systems today r are advertisers—in the true sense of the word. Some chains don't even advertise at all, except for an occasional poorly printed dodger and "screamer" window signs. Yet the chain store is one of the country's greatest potential advertisers.

I have before me the advertisements of three grocery chains in one of the larger cities of the country. Each chain uses large space. One takes a full newspaper page for its message and the other two use six columns, full-page depth.

Chain No. 1 heads its advertisements with its name and follows with a number of lines in 36-point type, each line featuring a pricecutting bargain. Not one of the bargains mentioned is a nationallyadvertised product. Most of them are staples, such as potatoes, sugar, fresh corn, etc.

Chain No. 2 follows about the same lines, with the exception that at the top of the copy there are a few lines calling attention to the amazing prices featured below. Here again staples predominate.

Chain No, 3 does make an attempt to do more than advertise bargains. The copy is headed by a paragraph or two on quality and service and a number of nationally advertised products are mentioned. However, the general impression of the advertisement is that it is an appeal to the bargain hunter and not to the steady customer.

What are these so-called adver-ements? Essentially they are tisements? merely announcements, bargain counter announcements which, to my way of thinking, are not true advertisements. They are far better, no doubt, than no advertising at all but they fall a great deal short of what the chain store should and can do in an advertising way.

Take the food chains, in which I am primarily interested. The life are food, raiment and shelter. Men have existed without either of the latter, but no man has ever lived long without food. Of the three prime essentials, food is the most important and it logically follows that dealing in food is one of the world's greatest industries -the greatest, in fact. However, since civilization demands all three essentials the problems of the food industry relate to all three.

In food the first consideration must be that of production-the growing of food products and their conversion into the proper form for consumption. The next consideration is transportation to market centres. Third comes distribution to the consuming public.

#### AN OVERLOOKED OPPORTUNITY

Compared with all time it has been but a fleeting moment since tion began which resulted in the chain-store movement in distribution, and the many benefits of this movement are not yet fully comprehended and appreciated. There is but one way that the chains can build an appreciation for these benefits and that is Today the through advertising. chain store is not making an appreciable effort to build the kind of advertising that will accomplish

that task.
I have often wondered why chain stores, not only in the food industry but in all industries, have failed to take full advantage of a situation where they can "tell the world" at such a small expense of their real place in the national scheme of distribution.

One answer to my question I

have found is the fact that chain stores apparently have not given so much attention to advertising as a big factor in building sales because to most chain-store owners the big idea has been "economy" and they have regarded advertising as an unnecessary selling expense. Of course this attitude is based on a false assumption.

Volume is to turnover what milk is to a baby and quick sales at small profit are the logical feeders of volume. With chain stores the time has come, however, when large buying power, the elimination of waste and the lost motion in service operations, the reduction of overhead and selling costs—when all these things are not sufficient to sustain any great advantage over the large, well-managed and modernized independent store, with or without a limited number of branches.

It has always been my pet theory that a chain of food stores should function as a buyer for the public, with strategically located stores dotting the map of a city, State or the country, rather than a seller to the public without responsibility or systematic control and actuated by the idea of getting high profits through misleading methods and trade trickery.

Confidence is the backbone of success and to win the enduring confidence of the public the chainstore advertiser must do something besides advertising cutprice bargains.

Take an incident in my experience. Several years ago a chain store in a Middle Western city "got stuck" with an oversupply of canned corn. The corn was a popular brand for which there was a good, steady demand. It could be sold profitably at seventeen cents a can. The chain, however, decided to clean the stock at one swoop and cut the price to twelve cents. The sale was a failure. Women who were familiar with the brand and had been buying it regularly thought they saw only one reason for such a pricecut and that reason was poor quality due to having the stock on the shelves too long. Another store in the city cut the price to

fifteen cents and actually made more sales than the chain that made the radical cut. In my opinion that incident illustrates the ultimate result of too much emphasis on price—lack of public confidence.

The chain is strategically in a wonderful position to advertise. Every chain of any size has at least three or four stores in a single city if it is national, and if it is purely local the number will run anywhere from a dozen to several score, depending on the If the size of the community. stores are well located and run on the proper basis they will be doing as much volume as, or more than a like number of independents. Yet the average chain is spending only from one-quarter of 1 per cent to 1 per cent of sales for advertising. Compare these figures with the percentage spent by leading national advertisers or even by department stores and see how pitiful are the efforts of the chain. Yet many chains do a volume of business in a city which compares favorably with the volume done by any one of the city's leading department stores.

Then consider that a great deal of this sum is being spent to advertise cut-rate specials and that very little is being spent to build prestige for the chain store as an economical and beneficial channel of distribution.

#### INTERESTING STATISTICS

The average chain store unit carries a stock of around 1,200 It is conservatively estimated that 35 per cent of the gross sales of the average retail grocer are in sugar, butter, eggs, lard, bacon and potatoes—six items out of 1,200. And these six are usually the chief ones selected for price cutting. In other words, the chain is centring its ammunition on advertising cut prices on products that make up a large percentage of gross sales, trying to push staples that anyone has to buy, at a short profit or even at a loss.

Take another phase of the situation. Chain-store hours are long, the work is hard, promotion is

## "Tie-Up?" Yes— Here's a Sample

## Crowley, Milner & Co.

Detroit, Michigan

Has complete lines of the following merchandise advertised in The Christian Science Monitor:

The Armand Co. Toiletries

C. Brandes, Inc., Radio The B. V. D. Co., Inc., Underwear Karnak Rugs

G. & C. Merriam Co., Dictionaries Naiad Dress Shields Pequot Sheets and Pillow Cases

Q. R. S. Player Rolls Victor Talking Machines De Forest Radio Sets

Pepsodent Dentrifices
Premier Electric Co..

Vacuum Cleaners

#### This Advertisement

recently appeared in The Christian Science Monitor, an International Daily Newspaper, which publishes regularly the messages of 250 National Advertisers and 7500 Retail Dealers in the United States and other countries.

## The Christian Science Monitor

107 FALMOUTH STREET, BOSTON, MASS.

Branch Advertising Offices in New York, London, Paris, Philadelphia, Chicago, Cleveland, Detroit, San Francisco, Kansas City, Los Angeles, Seattle, Portland. slow and wages none too high. Under such conditions it is difficult to develop real salesmen among clerks. Yet the cut-price advertiser figures that he can lure customers into his store with the cut-price bait and once in the store they will be sold other merchandise by clerks. Such reasoning is as full of holes as a sieve.

Look at still another phase. The store that builds solely on the rock of cut prices is known only as a cut-price store. Therefore it is open to the attack of the first price-cutter who comes along with lower prices. The small local chain can build good volume on cut-prices, yes. But as soon as a big national chain or a larger local chain comes along and can offer better prices, the local store's business evaporates like snow in May.

However, one of the greatest weaknesses of cut-price advertising is that it inevitably tends to bulk business toward the end of the week. Here is the way the situation works out.

Chain A, in order to get a big volume on Saturday, which is a big shopping day, cuts prices on a number of staples. Chains B, C and D, in order to meet Chain A, make equal cuts. Saturday is a big day anyway, owing to long hours and week-end buying. Yet on top of all this the chain trys to attract shoppers and bargain hunters into crowded stores under the impression that these buyers are going to make large purchases of other products in addition to those on which prices have been cut.

The food business should be a steady-flow business, with Monday, Tuesday and Wednesday giving as good business proportionally as the later days in the week. Our advertising effort is concentrated on bringing about a steady flow. Yet I know of several chain stores that might just about as well close their doors on the first three days of the week so far as productive business is concerned. By their advertising they have educated their customers to wait until the week-end. They have also taught customers that Monday prices will inevitably be higher than Saturday prices. That is why we have found

it profitable to run our advertising on Tuesday and *Friday* instead of on Tuesday and Saturday.

Food buying is an every day business. The consumer who buys shoes, hats, clothing, etc., at a sale once or twice a year, is in the market for food every day in the week. Why try to make him buy goods on only one or two days? Yet that is what chain advertising is doing.

It is obvious that the advertising done by many chains is built on a false foundation, draws shoppers and bargain hunters to the store, gets business on a single basis, that of price, assumes salesmanship on the part of clerks who are not good salesmen and perhaps most of all bulks the majority of the week's business at the last three days of the week.

In addition to this—remember that the average chain today is not spending anywhere near the amount for advertising that good business methods have taught should be spent if an advertiser is to build sales volume.

#### A CLASSIFICATION OF BUYERS

The buying public may be divided into three general classes: regular customers, bargain hunters The regular cusand casuals. tomers are, or should be, in the vast majority. They are kept by good values, courteous treatment, convenience and dependable merchandise offered at a price not necessarily the lowest but always consistent and fair. To such customers the right kind of advertising is a service. To the chain grocer such advertising is the best possible business insurance.

What is the right kind of advertising for the chain store? I can best illustrate what I believe is the answer to this question by telling what we are striving to do with Mr. Bowers Stores, Inc., in Memphis, Tenn.

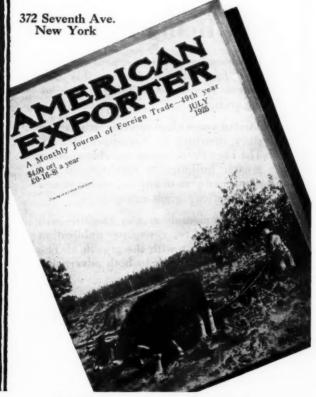
First of all we are trying to put into each advertisement a certain amount of institutional copy. At the top of every advertisement we run our slogan, "It's risky to pay less—and useless to pay more." Then beneath the signature we run several paragraphs of purely inseveral paragraphs of purely inseveral paragraphs.

## 42% GAIN

When a 48-year old export paper grows 42% over last year's advertising volume, as the July number of AMERICAN EXPORTER shows, it means something.

After a splendid history of almost a half century the AMERICAN EXPORTER is now attaining new heights of advertising value.

It dominates the field.



The World's Largest Export Journal



## **Now Being Occupied**

Representing an investment of well over four million dollars, this new Detroit Free Press building is now being occupied.

Twelve years after erecting its own ten story structure in down-town Detroit, The Free Press is now entering another greater building, to take care of the continued growth and expansion of one of America's great newspapers.

Here, immensely greater facilities will be provided for newspaper publication commensurate with the growth of The Detroit Free Press in both advertising and circulation.

## The Detroit Free Press

"Starts the Day in Detroit."

VERREE & CONKLIN, INC.
National Representatives

New York Chicago Detroit Kansas City San Francisco

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1000000

stitutional copy. What this shall be varies with each advertisement.

Frequently we talk quality in its relation to price. Then again we emphasize the type of service offered by our clerks and managers. Sometimes we run pictures of our managers. During the grand opera season we talked about grand opera and the community. We have discussed the school situation, a typhoid fever scare, etc. In other words we want the copy at the top of our advertisement to deal with something besides price and to be timely and interesting.

I have had some people tell me that consumers don't read this copy. I know from experience that they do. So long as we make timeliness a big factor in our advertising our copy will be read.

#### HOW PRICE IS ADVERTISED

Next comes price. Of course we feature price. Price is one of the sales weapons of any advertiser, whether he be selling automobiles or thumb tacks. But we do not make price the main feature of our advertising. We believe that price is part of our service and try to tell the story that we are selling dependable merchandise at the lowest price consistent with good quality and good service.

But price is only one of the features of our advertising of each item. In addition to the price feature, we try to do a little selling of each item mentioned in our copy. For instance, in selling peanut butter we do not run just the line:

"Minaret Peanut Butter—3½
ounce jar—9 cents."

We say:

"Minaret Peanut Butter. A blend of selected Virginia and imported Spanish peanuts, makes unusually fine sandwiches; 3½ ounce jar—9 cents."

Crisco we advertise as follows: "Keep kitchen odors out of the living room—fry with Crisco. 1-lb can—24 cents."

Baked beans we recently adver-

tised in this way:

"Baked to a turn, then packed in tomato sauce. Polks Best oven-baked beans. Thoroughly, slowly, carefully and properly baked to retain all the delicious qualities. Then packed dry with a special tomato sauce poured over them with added heat applied after can is sealed—per can—10 cents."

In other words we have something else to sell besides price. Like the national advertiser, we believe in a short sales talk with each item offered, We believe in

"reason-why" copy.

Speaking of national advertisers, here is a factor that chains often overlook. The national advertiser is working pretty hard to sell his products for the retailer. The retailer, be he chain or independent, who overlooks this effort is overlooking a powerful selling factor. To carry nationally advertised goods gives a dealer a certain prestige. Nationally advertised products are easier to sell because part of the sales talk has already been given. And when a woman in Memphis, who has read an advertisement for Crisco in her favorite magazine, sees that we are offering Crisco she receives the final impetus to buy.

Pretty obvious reasoning, to be sure, but not so obvious that it isn't overlooked by the price-cutters who are featuring staples. Of course now and then a price-cutter makes a big splurge by capitalizing on national advertising to put over a cut-price leader. This is unsound. Moreover it does not build confidence on the

part of customers.

Notice a few things about our advertising. First, it tries to build prestige for the chain as a unit of service—not as an emporium of cut prices. Next it believes that there are other reasons for buying products besides price. Third, while it features a few staples, its main push is on other items, the items that often call for a little salesmanship on the part of the clerk.

Our advertising is not perfect —it is not even a perfect expression of what we are driving at. But it is built on what we believe to be sound merchandising lines, on the kind of basis that chainstore advertising should be built.

The right kind of chain-store advertising should, in my opinion,

be triangular with three equally important sides for consideration: the corporation or institution as a whole, the managers and clerks as personalities in the individual units. and the public, for whose information store news, seasonal items, policies and prices are featured. Advertising that does not take in those three angles is not doing its job.

The chain today must change its attitude toward advertising. First of all, it does not advertise enough, Second, it does not advertise in the

right way.

It is beset by a number of adverse influences, chief among them being the wholesaler-retailer group which sees in the chain a menace. Personally I believe that there is room in the scheme of distribution for all the present channels of But I also believe distribution. that so long as chains follow their present advertising policies they are playing into the hands of their adversaries.

The chief weapon of the chain must be advertising-not only more advertising but better ad-

There is much food for thought in the question I have so often asked myself: "Why do not chain stores advertise more than they do and do it better?" Doing it better is preferable to doing more of it where the choice is limited in one way or another. According to those who profess to be versed in the science of selling, a desire for the product must be created before the price question can be considered. On this basis more institutional and descriptive copy and less cut-price copy would seem to me to be the obvious solution.

#### Don Stryker Opens Studio at Grand Rapids

Don Stryker has opened an art studio at Grand Rapids, Mich. He was recently art director of the Hartman Furniture & Carpet Company, Chicago, and at one time was with the Periodical Publishing Company, Grand Rapids, in a similar capacity. capacity.

Virgil Truman, formerly with the David J. Molloy Company, Chicago, has joined the staff of Paul Ressinger, Chicago commercial artist.

#### Second Annual Course for Retail Furniture Dealers

"Managing a Retail Furniture Store for Profit," is to be the keynote of the second annual National Retail Furniture Institute which is to be held at Grand Rapids, Mich., from July 13 to 18. The program, in part, follows:

July 13: "Art in Industry," Lorado
Tate seuters and artist

July 13: "Art in Industry," Lorado Tait, sculptor and artist.
July 14: J. N. Nind, Jr., presiding. "Reins of Management," F. J. Nichols, National Cash Register Company.
July 15: "Getting and Keeping Customers," R. R. Rau, editor of the Grand Rapids Furnisture Record.
July 16: "Paying Salesmen,"
Thomas Torset, "Tricking Salesmen,"

Grand Rapids Furniture Record.
July 16: "Paying Salesmen,"
Thomas Jones; "Training Salesmen,"
O. M. White, The Fair, Chicago;
"Door Check and What It Reveals,"
Joseph A. Sampson, Detroit Furniture
Shops; "Merchandising and Selling
Fundamentals," F. W. Aseltme, Hill &
Welch, Lynn, Mass.; "Outside Contacts," Mrs. Keith, Ransom-Kahler:
Carson, Pirie, Scott, Chicago, and
"Getting Business in Hard Times,"
J. G. Pattee, sales director, NewcombEndicott, Detroit.

J. G. Pattee, sales director, rewealth Endicott, Detroit.

July 17: Lawrence F. Calahan, presiding. "National Advertising," discussed from the dealer's viewpoint by George W. Oglivie, director of publicity, Green's, Jersey City, N. J.; from the manufacturer's viewpoint by from the manufacturer's viewpoint by George Rowell, Henri-Hurst-McDonald, Chicago; "Selling the Store." C. J. C. Clarke, Periodical Publishing Company, and "Advertising's Tie-up with Merchandising," by Evan Leslie Ellis, manager of advertising and sales, manager of advertising Mandel Brothers, Chicago.

> B. L. Chapman with Cross & La Beaume

CTOSS & LA DEGUME Bertrand L. Chapman, recently with the New York office of the Chambers Agency, Inc., has joined Cross & La Beaume, Inc., advertising agency of that city, in an executive capacity. He was city, in an executive capacity. He was formerly with Barton, Durstine & Osborn, Inc., New York advertising agency, and at one time was manager of the merchandising department of the New York World.

#### Gribben-Harris Becomes Willard B. Harris Company, Inc.

Willard B. Harris has purchased the stock formerly held by John W. Gribben in the Gribben-Harris Advertising Company, St. Joseph, Mo. The business has been incorporated under the name of the Willard B. Harris Company, Inc., of which Mr. Harris is president. is president.

#### National Radiator Company Sold

The National Radiator Company, Detroit, has been sold to the McCord Radiator & Manufacturing Company, of that city. The manufacture of National radiators will be transferred to the main plant of the McCord company.

# Los Angeles Evening Heralds Position on Merchandising Service.

HE LOS ANGELES EVENING HERALD maintains a thoroughly efficient Merchandising Service Department which works in close harmony with the dealers of this territory and secures their maximum co-operation. A comprehensive outline of the service rendered to the advertiser is as follows:

A call upon all dealers possible in time allotted to field campaign. Detailed information concerning the merits of the product and its advertising is given.

Publicity on national advertising campaigns is featured in a monthly trade paper, The Dealer Herald, which is eagerly read by the many dealers in this territory. WE ADVERTISE YOUR ADVERTISING.

A complete record of the calls made, their results and progress of the campaign is turned over to the advertiser.

A representative number of attractive window displays are secured; streamers, counter cards, hangers and window cutouts are placed. The field is surveyed to determine the local competitive conditions.

An expert sales director addresses corps of salesmen locally, enthusing them in regard to the advertising and outlining ways of presenting its value to the retailer.

This Department at all times is glad to co-operate with the sales representatives of an advertiser, but does not at any time act as sales representative or have the Merchan-dising Service members sell the product of an advertiser.

To exert every effort for the SUCCESS OF YOUR ADVERTISING is the aim of The Los Angeles Evening Herald's Merchandising Service Department.

### LOS ANGELES EVENING HERALD

#### REPRESENTATIVES

H. W. MOLONEY. 604 Times Building, New York

G. LOGAN PAYNE CO.. 401 Tower Bidg., 6 N. Michigan Ave., 710 Hearst Builuing. Chicago, III.

A. J. NORRIS HILL, San Francisco

### Salesmen Who Finish Only Half Their Job

They Forget That Their Responsibilities Do Not Cease Once They Have Secured an Order

#### By A. H. Deute

General Sales Manager, The Borden Company

HERE is a story about John Gorman, one of the finest mechanics and also one of the finest salesmen I have ever met.

A few years ago, Gorman was selling a gasoline drag saw. Now, his drag saw was a good one. It was full of little conceits that Gorman had included and which made good selling talk.

good selling talk.

Gorman heard of a man who had bought another make of drag saw and who was getting very poor results with it. So, one day, he took me with him and I was to watch him sell one of his own

We found the prospective buyer and Gorman talked with him long and earnestly. He had the man so thoroughly convinced that there was nothing more to do but bring on one of the saws, put it to work in the man's timber and the sale would be made. It is needless to say that any time Gorman produced a saw and turned it over to the prospective buyer to try out, that saw was adjusted to run like a \$10.000 automobile.

Everything was set for the conclusion of the sale. The new saw was hauled down to a big log which lay alongside a creek. There was the old saw set to one side. The owner had condemned it and had charged it off as a total loss. But Gorman, mechanic that he is, could not help but go over and tinker with it.

As a result, he talked himself

out of a sale. However, he also preached, without words, a lesson in salesmanship which I have

never forgotten.

Gorman had taken a pull or two at the flywheel of the retired saw. Then he pulled at a wire here and adjusted a screw there. In a few minutes, he gave the wheel another pull and the little motor started off with a rush. Then a little adjusting here and there and in twenty minutes he had it running perfectly. The owner of that drag saw stood with his mouth open. Gorman trundled his own saw back to the motor truck. Then he turned to the lumberman and said: "What business have you got owning a piece of machinery? You don't know how to treat it. don't know how to run it. You've got a good drag saw there. If you run it like a man ought to run a machine, it will give you complete satisfaction. I don't want to sell you one of mine because in a week you'll have it out of order and then you'll say mean things about my machine and me."

And as we drove away, I said first to myself and then to Gorman: "The thing we learned there is that it's dangerous to sell a man something and not teach him how to get results with it. Some clerk in a farm machinery store sold that man a drag saw because that man believed in a drag saw. But that clerk didn't take enough interest in the man or in the machine or in his boss to make sure the buyer could get results with it."

#### SELLING SEEDS PLUS SERVICE

In a little town on the Pacific Coast, there used to be a good-size seed store. It had been run for years by an enthusiastic old gardener who had built a wonderful business. Then he passed on and his sons undertook to run the business. Soon, a young Austrian, with very little money, established a little business across the street. Apparently, his idea was to get what overflow he could from the big store.

But inside of a few years, peo-

# First Annual Statement

## N. Y. DAILY MIRROR

A clean, live, pictured newspaper, tabloid size, for all the family.

June 24, 1925

#### Assets:

Circulation: well in excess of our 225,000 guaranteed .... Growth: among all the daily newspapers in America, in extent of circulation growth, during the First past year the Daily Mirror stands Advertising lineage carried by the Daily Mirror in its first year-3.800.000 New York retail merchants have found the Daily Mirror does bring results; and have endorsed it by 25% Reader response to editorial features has reached the striking total in 40,000 one recent week of ... Economy: Mirror circulation for every cent per line invested in advertising (at open rate)..... 6,429

#### Liabilities:

- Our duty to Mirror readers: Living up to the past year's high standards in a clean, pictured newspaper.
- To Mirror advertisers: We owe continued rapid growth in circulation and influence.

J. Mora Boyle, Advertising Director, 55 Frankfort Street, New York. Western Office, 326 West Madison Street, Chicago.



## CHARLES DANIEL FREY ADVERTISING

INCORPORATED

30 NORTH MICHIGAN AVENUE CHICAGO

Serving
Cranb Co.
The Simmons Company
The Chicago Tribunb
S. Karpen & Bros.

A COMPLETE ADVERTISING SERV-ICE THAT COUNTS NO DETAIL OF A CLIENT'S ADVERTISING TOO SMALL TO RECEIVE ADEQUATE AND INTELLIGENT TREATMENT ple were inclining more and more to the business run by the Austrian. They said that he had better seed—that his seeds and plants grew better. But if you investigated carefully you found that both stores carried equally good products. And yet the big, old business was drying up and the Austrian expanding. Was it merely an unfortunate mental twist which was sending people from the old business to the new one?

The careful, thoughtful observer, calling at both stores, found this: The old established store had, on duty, a battery of clerks. You walked up to the counter, asked for half a pound of cucumber seed, received it and the clerk asked: "Anything else?" You replied: "That'll be all," and you walked out.

But go into the other store and there was the Austrian on duty and around him three or four other men, all radiating his personality. You said: "Half a pound of cucumber seed." The answer was: "What kind of cucumber seed? What do you want the cucumbers for? Do you want to use them for salad making or do you want pickle cucumbers? If so, are you wanting them for dill pickles or for little sweet pickles? And what kind of soil have you?"—and so on.

When you left that store, you not only had a half pound of cucumber seed, but a thorough education in cucumbers and how to grow them. You felt that you had just the right seed and you knew all about cucumber raising. You went home enthusiastic about cucumber growing and you went to work enthusiastic about the sure success of your crop. And you did all he told you to do and more often than not had splendid results. People said that the Austrian had better seeds. But the fact was that he taught people how to get results with the seeds he sold them.

We see it every day in the milk business. Two salesmen will have adjacent territories in the same city. One man does a nice volume. His repeat business is good. We regard him as a good salesman. Over in the next territory, business does not seem to come along. The man will assure you that he has good distribution. And if you work with him and check up, you will find that this is true. Talk with the dealers, though, and they will tell you that the demand in their neighborhood is for this or that brand—Borden's isn't asked for.

When you get through, the salesman turns to you with a pitiful look on his face that seems to say: "If you'd give me a decent territory, I could do something."

Right here is where a good district sales manager or local manager asserts his right to live. He says pleasantly enough, but nevertheless with firmness: "Bill, if I let you josh yourself that way any longer, I'd do you and the company a bad turn. It isn't the territory. It's you. You are fooling You have a certain yourself. amount of distribution, but you haven't taught the dealers how and why to sell milk. Not having done that, they and you are both sincere in the statements that the milk won't sell. But the truth is that you have done just half your

#### SALESMEN DON'T KNOW BETTER

All too many salesmen honestly believe that their job ends when they have the dealer stocked. As one salesman wrote to me not long ago: "I have 80 per cent distribution in my territory. I have done my part of the job. I am entitled to a raise because I have been with you a year. And I want more money. It is true that in my territory the goods aren't going as they ought, but that isn't my fault. That is the fault of the advertising. I can take the goods only as far as the merchant. The advertising has to take it from there to the consumer."

And the answer was this: "Analyze the thing. In the territory next to yours, business is coming big. There are no more people over there. They are just about the same class of people. But talk to merchants in that

territory and also in your territory, and you see the difference. Over in the next territory, the dealers have been taught how to sell the line. They have been taught how to make money with They use the goods in their own homes because our salesman has made it his business to interest their wives. When customers go into these stores, they find dealers who know and understand our You have induced your dealers to take a case in anticipation for the demand and now both they and you are sitting back, daring demand to come."

Many an advertising campaign is larger than it ought to be because it must try to carry its own load and also the salesmen's load. Many an advertising campaign, otherwise a perfectly good campaign, is classed as a failure because it was expected to do the job of the sales force as well as

the advertising job.

Twenty years ago, even fifteen years ago, many old-time sales forces were bitterly opposed to advertising. Then sales managers came to realize that these star salesmen could be dispensed with and in their places could be put youngsters just out of college who could show the advertising proofs. That was so simple and easy that sales managers flocked to the idea with enthusiasm. Later, advertising became so well established and so many competitors began advertising, that gradually it has become evident that there must be something more than just a showing of the advertising.

We come, then, to the realization that while advertising is thoroughly established as a selling aid, with competitors doing as much if not more advertising, we must realize that everything else being equal, given two firms of similar standing, each with a good product, each with an adequate advertising campaign, the more successful firm will be the one which has its sales force best trained to teach the dealer, not only how and why to stock the line, but how and why

to sell it.

The business of selling goods is coming back into its own.

Production, delivery service and advertising space are so nearly standardized that the controlling factor has once again come to be

the personal element.

The salesman who feels he is doing his duty when he induces the dealer to put in a line, is doing himself and his customer a real injustice. The sales manager who permits his salesmen to feel that they are doing their jobs when they secure distribution is not giving his men a square deal.

Advertising has its field and it is doing a better and bigger job every day. But advertising is no cure-all. It is no panacea with which the sales manager can overcome the handicap of poor sales work. With the aid of advertising an inferior salesman cannot make himself permanently successful because his competitor, with an equal amount of advertising, will upset his volume if the latter is the better salesman.

#### Air Sprayer Account for H. & J. Stevens

The Lowell Specialty Company, Lowell, Mich., manufacturer of hand and compressed air sprayers, has placed its advertising account with The H. & J. Stevens Company, Grand Rapids, Mich., advertising agency. Business papers in the hardware, drug, grocery and seed fields will be used. Directmail advertising also will be used.

#### W. S. Cady with Cleveland "Press"

William S. Cady has been appointed national advertising manager of the Cleveland Press. He was recently advertising manager of the Wichita, Kans, Beacon and previously, was national advertising manager of the Oklahoma City Oklahoman and Times.

#### Molasses Importers Appoint Montreal Agency

Barbadoes Molasses Importers The Association, Montreal, Que., has appointed the Consolidated Advertising Service, also of Montreal, to direct its advertising account. Newspapers and farm and trade periodicals will be used.

#### To Represent "Mid-Week Pictorial"

Powers & Stone, Inc., publishers' representative, has been appointed by The New York Times Company, as Western representative of Mid-Week Pictorial. Pictorial.



#### THE BIGGEST PAPER of ITS SIZE in AMERICA



## Intensive Metropolitan Service In a Small Town Field

The Janesville, Wis., market covers an area of 30 miles covered thoroughly by Gazette circulation.

### **ADVERTISER**

Twenty-ninecities and towns are included in the merchandising service program of the Gazette.

The JANESVILLE DAILY GAZETTE

### CIRCULATION

MERCH. SERVICE

Greater Circulation Than Any Other Paper in City of 20,000

Intensive Metropolitan Merchandising Service

Complete City and Rural Coverage Over 35 Mile Radius Strong Influence With Retail Merchants

Reader Interest Sustained By Big Town Editorial Features

Successfully Used By 200 Big Advertisers

H. H. BLISS Publisher

WEAVER-STEWART CO., INC. Eastern Representative Metropolitan Tower New York City



THOS. G. MURPHY Adv. Mgr.

WEAVER-STEWART CO., INC. Western Representative London Guarantee Bldg. Chicago, Ill.



Janesville



Wisconsin

#### Dewey Pinsker Made Vice-President of Ajax Agency

Dewey Pinsker has been appointed vice-president of the Ajax Advertising Agency, Inc., New York. For six years he was with the Joseph Richards Company, Inc., and more recently he has been chief of copy and plans with the Gardiner & Wells Company, Inc., both of New York.

#### New Account with Washington Agency

The Gray Line, operating sightseeing tours in fifteen cities, has appointed the Samson Service, advertising agency, Washington, D. C., to direct its advertising. A small space newspaper campaign now is being conducted. Directmail advertising also will be used.

#### Joseph Barnhardt Joins Magill-Weinsheimer

Joseph Barnhardt, formerly with the R. R. Donnelley & Sons Company, Chi-cago, has been appointed art director of the Magill-Weinsheimer Company, print-ing and lithographing, of that city.

Jamestown "Alert" Sold
The Jamestown, N. D., Alert, has
been sold by W. R. Kellogg to the Hansen Brothers Printing Company, effective August 1.

#### New Account for H. E. Lesan Agency

The Sherman & Sons Company, New York, importer and converter of white goods, dress goods and bedspreads, has placed its advertising account with the H. E. Lesan Advertising Agency, Inc., New York. Plans call for the use of business papers.

#### "American Municipalities" Appoints C. P. Hooker

Claude P. Hooker has been appointed business manager of American Municipalities, Marshalltown, Iowa. He was formerly with the Chicago staff of the National Builder.

#### Joins Sales Staff of "Good Furniture"

Kenneth Hicks has joined the sales staff of Good Furniture, published by the Dean-Hicks Company, Grand Rap-ids, Mich. He is a son of A. S. Hicks, president of the company.

#### Harry Jenkins with New York "Daily Mirror"

Harry Jenkins has joined the advertising staff of the New York Daily Mirror. He was formerly with the advertising department of the New York Telegram.

## made by Grammes



### L. F. Grammes & Sons, Inc.

408 Union St., Allentown, Pa.

New York Office Fisk Building



1875 - 1925Our Fiftieth Year

Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties

Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.

#### The Human Side of a Great Business Publication

Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.



Llew S. Soule, Editor



HE editorship of a business publication today demands three things—ability, knowledge and personality. In few men are these three fundamentals so strongly marked and blended as in Llew S. Soule, Editor of Hardware Age.

His success as a writer springs from a broad understanding of human nature backed by years of newspaper work.

His knowledge of hardware merchandising is the result of thirteen years of actual experience in the retail hardware business, supplemented by personal visits to more than 6000 retail hardware stores in all parts of the United States.

His personality is exemplified in the flood of intimate personal letters from hardware merchants and their clerks which passes over his desk daily, reflecting the friendship and confidence of his readers.

To Llew Soule, the Editorship of Hardware Age is more than a swivel chair job. It is as much a part of his life as is his keen personal interest in the individual merchant and his problems.

Backed by memories of his own "Behind the Counter" days, he is able to help solve the large as well as the common every day problems of his merchant friends in a practical, human, understandable way.

A Thinker—a Student—a Writer—a Speaker—Llew Soule combines with these qualifications a broad knowledge of the intimate details of the hardware business, and a viewpoint as human as are the merchants he serves.

"The Most Influential Hardware Paper"

Hardware Age

239 West 39th Street New York City

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Radio advertisers in selecting newspaper mediums in various cities have found that there is usually one paper which holds a dominant position in the radio field. The paper through its policy of giving the public live radio news, complete broadcast programs, technical explanations and other information of interest to radio enthusiasts, has secured the following and confidence of this large group.

## In Des Moines it's THE CAPITAL

IMPORTANT NOTE: Local wholesale and retail radio dealers carry the preponderance of their own advertising in The Capital.

## The Des Moines Capital

LAFAYETTE YOUNG, Publisher

Special Representatives
O'MARA & ORMSBEE, INC.

New York

Chicago

Detroit

San Francisco

#### Coal Men Plan to Establish Data Bureau

Believe Collection and Dissemination of Statistics Will Rehabilitate Industry—Special Committee to Be Appointed by National Coal Association to Make Thorough Study of Subject

ENCOURAGED by the recent decisions of the Supreme Court of the United States in the cases of the Maple Floor Manufacturers' Association and the Cement Manufacturers' Protective Association, in which trade association activities were justified and defined, the National Coal Association in convention at Chicago devoted its final session to a discussion of the rehabilitation of the coal industry through the legitimate collection and dissemination of trade data and statistics.

A resolution was adopted urging the appointment of a special committee authorized to make a thorough investigation and prepare a plan for the collection and dissemination of trade information with the co-operation of local associations, bureaus, and individual members. The board of directors will appoint the committee.

Colonel George T. Buckingham, Chicago, of the counsel for the defense in the cement suit, in analyzing the court rulings before the meeting, said that he believed the proper trade association of the present era is here to stay. Those illegal and improper activities which in some instances have been connected with it or have grown up beside it, will be weeded out, and will gradually disappear.

"An ignorant industry is a poor one for producer and consumer alike," said C. E. Bockus, a director of the National Coal Association, who led the discussion.

"The tendency of modern industrial effort," he continued, "is to become business-like rather than speculative. Investigations of conditions at home and abroad, the cycle of trade movements, the bulges and sags, when and why Good Copy

is frequently the result of good editing

HAWLEY
ADVERTISING
COMPANY
INC.

95 MADISON AVE. NEW YORK CITY

#### **VERTIFILE Your Cuts**

You wouldn't file your letters in a flat drawer—still this was the practice years ago.

The Vertifile (Vertical file) is fast becoming standard equipment for safeguarding cuts.



Here it is, 5 sections in a stack. Holds 90 square feet of printing plate surface on 14x18 inches floor space.

- -Anybody can find cuts quickly
- —half the space —costs less
- -good looking
- -modern steel
- -built for hard service -sectional book case idea
- -as you need 'em add 'em
- -nothing like it!

Used by firms like Henri-Hurst & McDonald, Western Electric Company, American Printer, Hartford Frie Insurance Company, Bales Valve Company, Ralph H. Jones Agency, Aluminum Company of America, Lancaster Tire & Rubber Company—in fact quite generally used by advertising agents, national advertisers, printers and publishers.

START WITH ONE SECTION—If you want to—buy as you need them, on the sectional bookcase plan.

Write for facts, folder and capacity chart.

#### Harlo R. Grant & Co.

Cut File Headquarters

2325 Madison Street, Chicago. Phone West 3631

A few good territories open to live representatives.

P. S. Address our Used Dept. for lists of flat drawer files-replacements,

they occur, all are studied by the modern successful merchant who has become an economist as well as a trader.

"Information on production and costs in the various fields, all carefully gathered and tabulated, will be of benefit to the producer and consumer alike. It is a protection against unreasonable attack. If such figures have to be gathered in haste, on the eve of some controversy, they can never be as effective as statistics produced by continued effort and the expense of collecting them will be much greater.

"While I am on this subject let me refer briefly to two other forms of co-operative effort which other associations have pursued to their great and lasting benefit.

their great and lasting benefit.
"I have in mind, first, the practice of collecting from each member statistics indicating separately the cost of each step in the entire process of production.

process of production.

"On the basis of these returns associations can compile average cost figures for their membership and submit to each member a report showing its individual cost for each process and the average cost of the association members for the same process.

"The service thus rendered the individual member in enabling him to locate points in his operation where costs are abnormally high and to seek the remedy for such high costs is too obvious to need discussion.

"The second line of association activity to which I refer takes the form of research, either commercial or technical, into matters of importance to the industry. Some associations maintain expensive organizations for such research work, and feel that the results abundantly justify the cost.

"I am glad to state that the National Coal Association has made the first step in this direction through its appointment of a research committee.

"I have always believed that the Government must find ultimately as the United States Supreme Court found, that the gathering and publication of authentic in-

## A Resourceful Field Dominated By The Columbus Dispatch



#### THE DISPATCH FIELD

—Embraces the city of Columbus with a population of 300,000, surrounded by 47 smaller cities, ranging from 1,000 to 32,000 population. Almost a million with an annual purchasing power estimated to exceed \$350,000,000.

#### THE DISPATCH CIRCULATION

This is the favorite newspaper in 19 resourceful counties as shown on above map.

Total Circ	ul	ati	on		10	5.819
Country						22,944
Suburban						28,024
City (Coli						54,851

#### THE DISPATCH ADVERTISING

ALWAYS FIRST IN OHIO. Total paid lineage for 1924 was 20.827,721, or 2,500,909 lines in excess of any other Ohio newspaper. 938 national and local advertisers used only this one Columbus newspaper during 1924.

## Columbus Disputch

HARVEY R. YOUNG Advertising Director O'MARA & ORMSBEE, Inc.
New York Detroit Chicago San Francisco

formation regarding an industry and the maintenance of a strong association representing it, will over a period of time be of as much advantage to the users of the product of that industry as to

the producers.
"No one can convince me that the publication of daily transactions on the stock exchange is any more beneficial to the seller than to the buyer or to the broker than to his customer."

Cincinnati Electric Club Advertises Better Lighting

The Cincinnati Electric Club is conducting an advertising campaign in local newspapers on behalf of better lighting for stores. "Better lighting local newspapers on behalf of better lighting for stores. "Better lighting—better business," is the campaign slogan. Advertisements emphasize the fact that "the easier you make conditions for a shopper to buy, the less number of non-buying shoppers will go out of the store. Proper light will show your goods at their best and will remove all doubt as to their quality."

#### With Toronto Agency

George Bedford Richardson has joined the staff of The E. Sterling Dean Advertising Agency, Toronto.

#### New Advertising Business for Buffalo

The Worley & Dietrich Advertising Agency is the name of a new advertising business which has been formed at Buffalo, N. Y. George Worley was formerly in the advertising department of The Upson Company, Lockport, N. Y., and more recently was engaged in free lance advertising. Edwin Dietrich has been conducting an advertising art studio at Buffalo.

Iva M. Holdridge, formerly with The Upson Company, has joined the staff.

American Sales Book Company Appoints F. S. Ackley

Appoints F. S. Ackley
Frederic S. Ackley, for fourteen years
with the advertising department of the
General Electric Company, Schenectady,
is now advertising manager of the American Sales Book Company, Elmira,
N. Y. More recently he had been with
the P. F. O'Keefe Advertising Agency,
Inc., Boston.

Baltimore "American" Appoints Representatives

Payne, Burns & Smith, Inc., New York, and G. Logan Payne, Inc., Chicago, have been appointed advertising representatives of the Baltimore American in the East and West, respectively. These organizations also represent the Baltimore News.





A Moser & Cotins Client

Our clients realize more clearly than do others that ten years growth has developed a staff of competent executives and eight distinct departments. For this growth has enabled us to give more and better service to these clients.

## MOSER & COTINS Advertising





MEMBER:
American Association
of
Advertising Agencies



## ETHRIDGE



The Ethridge Company bases the value of its service upon the selling idea, which precedes even the first stroke of pencil to paper. We are originators of constructive advertising illustrations and the idea is one of our chief obligations to you. Without it—the illustration would be nothing more than a picture.

25 E. 26th St , New York City

Ashland 8820

CREATIVE IDEAS That Make SALES

### U. S. Steel's President on the Export Outlook

He Thinks We Have Many Reasons for Confidence in the Future of Our Foreign Trade.

#### By James A. Farrell

President, U. S. Steel Corporation

HE foreign trade of the United States, whether considered in terms of value or of volume, has grown to substantial proportions. The aggregate value of our exports and imports for the calendar year 1924, was more than eight billion, two hundred million dollars; a sum the significance of which even after war time experience with large figures is difficult to appraise.

It surpassed all records in volume, but this year gives promise of exceeding it. There was a brief period, during the time of inflated prices in 1920 and 1921, when the number of dollars represented by our exports and imports was somewhat larger than last year. But even in those years the quantity of our products sent abroad, and the quantity of foreign products imported, did not equal in volume our trade of 1924.

Both methods of measuring have advantages. A smaller volume of trade at high prices may mean substantial profits. A larger volume may not mean such satisfactory profits, if prices are lower, but it will certainly indicate a wider range of employment among producers, and it is not to be forgotten that, after all, continuous occupation is the chief essential of prosperity.

The figures of our trade for 1924 represent a growth of production and enterprise in the United States that is cause for satisfaction. It was very nearly double that for 1913, the last year before the war, whether measured by value or by quantity. The war stimulated activities and injected an element of violent fluctuations. with a period of apparent, but fictitious, increase, from which, I think it is safe to say, we have now recovered, so that the growth shown in the last three years may be compared with reason to the development during the ten-year

period prior to the war.

The trend is again steadily up-There are sound reasons for it. Do not interpret that as a prediction on my part that there will be no setbacks. From the very nature of our trade there are bound to be fluctuations which will affect, more or less seriously, various factors of it. It is made up of so many elements, and represents so large a number of different enterprises, each operating under conditions of its own, often differing, and sometimes materially, from those under which concerns in the same line work, that no general statement can be equally applicable to all. But for our foreign trade as a whole, I believe that the trend is favorable.

There are several considerations which seem to sustain this belief. Before the war a small number of items comprised the great bulk of our exports. Twenty different kinds of commodities then furnished approximately 90 per cent of our sales to foreign countries. In 1924, however, the first 100 items in our list of exports constituted only 87.75 per cent of the total. Of these 100 items, 72 contributed less than 1 per cent each. In the remaining 12.25 per cent, several hundred different products were represented, each by a fraction of 1 per cent.

This widely - diversified commerce is shared by a much larger number of firms than before 1914. We hear occasional criticism that American business is intermittent in export trade. This charge is

Portion of an address delivered June 24 before the Twelfth National Foreign Trade Convention at Seattle.

w.b.

It takes a good booklet to keep out of the w. b. ¶ Don't send a third-class booklet by first-class mail. Don't send it at all! See us.



CURRIER & HARFORD L<sup>1d</sup>
Selective Advertising
27 East 31 New York Cal 6076

Worth
Reading
Reading
Monthly
Monthly
The
POSTER
307 So. Green St.
Chicago
304 a copy
53 yearly

sometimes circulated to shake the faith of buyers in the continuity and permanence of service at the hands of American exporters. The charge does not survive analysis. The number of traders of all nationalities in competitive markets has decreased since the abnormal activity which followed the war, but there is today no market where standard American manufactures are not to be found. This was not true prior to 1914.

Obviously there is a much wider range of direct interest and participation in our export trade than there was ten or twelve years ago. It means, necessarily, that there is a steadily-expanding effort on the part of Americans to push their trade in other countries. That effort is bound to accomplish cer-

tain results.

Generally speaking, we have the productive capacity in this country to enable us to maintain a considerably larger overseas commerce than we now enjoy. is one of the chief factors influencing us toward foreign trade. If we are to have our productive capacity occupied, we must be able to sell substantially all we produce at fairly remunerative prices. Export prices, however, are determined by competition in foreign Therefore, it behooves markets. us to keep our production costs at the lowest possible level through resourcefulness in the use of mechanical devices, in the utilization of every possible improvement in facilities for production and economy in overseas distribution. Sometimes, indeed, we encounter competition in markets which we cannot meet. We even face, at times, foreign competition in the domestic market so severe that we cannot meet it. This situation, however, is not unusual as we have always had to deal with it, and on the whole, we have met it, as our constantlygrowing foreign trade proves. We have met it by quality of product. by satisfactory service to the buyer, and close attention to his needs, even when, at times, we could not meet it in price.

We need not ignore, moreover, the fact that while we are facing



#### OIL WELL SUPPLY CO.

World's Oldest and Largest Manufacturers of Oil Field Equipment

THOUGH we may never be able to lay claim to the distinction—
"World's Oldest and Largest"—our Honesty, Honor and Energy shall ever merit the Trust and Appreciation of our clients, one of the oldest of whom is "Oilwell," the World's Oldest and Largest Manufacturers of Oil Field Equipment.

## BISSELL & LAND, INC.

Advertising and Merchandising

337 SECOND AVENUE · PITTSBRUGH, PA.

the competition of other industrial nations in foreign markets, we are also giving them occasion to face American competition in the same fields. Signs are not lacking that they frequently find our competition quite as interesting as we find theirs. It is not an unmixed evil. There are some elements of compensation in it, one of which is the competition that widens the range of selection for the buyer and not infrequently results in an increased total trade. and we have our chance to get our share of the increase. Further, a considerable part of our export trade is made up of raw materials. essential to the industry of the purchasing countries, or of articles which, because of their quantity or their service are in demand.

In an export trade such as ours, made up of thousands of different products, the output of hundreds of different concerns, there is always bound to be a certain variation in the sellers' prices, so that at times, it happens that one concern will find itself unable to meet

a particular foreign competition, whereas others can meet it. The one who cannot is likely to declare that there is a depression in foreign trade, or even, as we hear occasionally, that it has been destroyed by foreign competition. It is unsafe and unwise to make such generalizations. The authoritative record of our trade, as a whole, shows that it is making steady progress, and that is its promise for the future. Month by month we get the record of failures in the domestic as well as in the foreign trade. They are regrettable, but unless they are exceptionally widespread and numerous, they do not prove much else than that certain concerns have not been able to succeed where others have.

We can produce, we can sell, and we have done fairly well in meeting foreign competition, even in periods, like the present, of exceptional severity. Neither we, nor any other people can sell if we cannot find markets which have the power to buy. That is one respect in which the American exporting

# HOOPS ADVERTISING COMPANY



Walter W. Hoops
President
David C. Thomas
Vice-President

In this 16-year-old agency you get the ability of the principals by direct contact plus the benefit of a complete organization functioning accurately on details.

9 East Huron Street Chicago, Illinois

(20-E)



For the month of May, 1925 as compared with May, 1924

#### SAN FRANCISCO BULLETIN

showed an advertising gain more than SEVEN TIMES that of any other San Francisco evening newspaper.

#### HERE ARE THE FIGURES:

**BULLETIN GAIN of 180,250 Lines** 

News - " " 24,444

Call - LOSS " 11,914 "

Bulletin's average net paid circulation for May, 75,005

Remember this when you're making out schedules covering San Francisco territory

## The Bulletin

NEW Ownership ~More NEWS ~ NEW Features ~ Watch it!

O'MARA & ORMSBEE, INC. Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

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## WHO IS THIS FELLOW?

¶ He's a MOTOR CAR OWNER—the 100 and some odd thousand Rotariansownnearly110,000 motor cars costing conservatively \$175,000,000. In fact, we find upon investigation that a very large percentage of the motor cars owned by Rotarians represent an investment of \$1,000 or more each and a considerable number approximately over \$2,500 each.

¶ Right here is an extremely intensive field for tires and all kinds of automobile accessories—to say nothing of the replacement sales of automobiles.

HE'S A FELLOW WORTH TALKING TO

## ROTARIAN

The Magazine of Service

Advertising Manager
Frank R. Jennings, 221 East 20th Street, CHICAGO

Eastern Representatives: Constantine & Jackson 7 W. 16th St., New York

Pacific Coast Representatives: Blanchard-Nichols-Coleman San Francisco, Los Angeles, Seattle

Cincinnati, Ohio: A. Q. Gordon, 28 Pickering Bldg.

Member Audit Bureau of Circulations

manufacturer has advantage over all others. He has a market of enormous capacity at home, almost always capable of absorbing the chief part of his output, thereby enabling him to reduce unit cost through increased production. The constantly-mounting sums spent vearly in this country for luxuries. amusements and trivialities, testify to the extraordinarily rapid increase of wealth here. Based on this home market our manufacturers are well justified in looking abroad for fields, the supply of which will enable them to produce more than they can expect to sell at home. Naturally, they seek first for those foreign markets to which their products are likely to appeal, and which have the buying power to take them. In most cases, Europe has been our chief foreign buyer.

EUROPE BUYS FINISHED GOODS

There is an impression widely prevalent among Americans, that Europe has been a purchaser only of our raw materials, but even a casual examination of the detailed government reports will show that Europe is a heavy purchaser of a great range of manufactured articles and luxuries, as well as of raw materials and agricultural products. In view, moreover, of the unpleasant effects felt in this country in the last few years be-'cause of the decreased buying power of Europe resulting from the war, it seems that our people generally should have a better understanding of the true situation.

Europe will, in the nature of things, regain a portion of her former trade in neutral markets as soon as industry becomes reconstructed in the nations of that continent. There are already signs that the manufacturers of Europe are renewing their former trade affiliations.

Europe is steadily growing into a better condition. Every year since the signing of the armistice, there has been distinct improvement. In most European countries the people have gone back, energetically, to work.

No country there, it is true, can make such a showing in trade de-

## 49 Out of 51

The Chicago Tribune prints a list of 51 National advertisers using The Tribune whose yearly appropriations are \$500,000.00 or more each.

Of these 51 National advertisers 49 advertise in

## The Atlanta Journal

The Journal also carries advertising of a number of National advertisers who do not use The Tribune.

Advertising in The Journal Sells the Goods



velopment as that of the United States. We have advanced far beyond our record of ten years ago, but Europe is still below that record. Great Britain, with more than a million men out of work and receiving government doles, is still struggling to equal her trade of pre-war years. But we have seen her set her house in order and bring her currency back to France and Belgium have been able to reach and even exceed. a little, their 1913 trade figures. Italy has nearly caught up, and Germany, after the ruinous course of inflation that she followed until last year, has climbed back to something like half of the ship-ping and trade she had before the war. Year by year, in all these countries, production is increasing, however, and with it, of course, consumption. Their buying power is coming back. In that process, they are taking increasingly large quantities of the products, raw and manufactured, of other countries, including the United States. That is why Europe, as a whole, continues to be America's

best customer in foreign trade. Despite this improvement in Europe, the world in general, except the United States, is still living on a plane considerably below that it would have been occupying if there had been no war. On every one of the six continents millions of people, for more than ten years, have been doing without all kinds of things that they had been accustomed to have. Inevitably, under such circumstances, the satisfaction of mere desires must yield to the satisfaction of actual needs. Foods and materials for clothing and housing are sought first, but the expanding export of many things not absolutely essential show that capacity to provide enjoyment is improving as well as that to supply the necessities of life.

It is not to be expected that with a return of the old buying power there will be an effort on the part of people who have lived under restricted conditions for so long to obtain all the things they have done without in these ten years. The deprivation they have

## Wanted: High Class District Managers Unusual Opportunity

REAL producers who have sold office equipment or other highly specialized products and are looking for an opportunity for advancement will find RAPID

a proposition worth investigating.

Representatives backed by nation-wide direct advertising campaigns mailed twice monthly and big magazine advertising schedule. In addition, the most complete line of combined name-writing, record-keeping and mailing equipment with many exclusive features, and a most liberal compensation arrangement, make the selling of RAPIDS unusually remunerative.

Apply by letter only, stating age, nationality, experience, and domestic obligations. Enclose passport or post card size photo, which will be promptly returned. Correspondence held strictly confidential. Address: W. R. Eaton, 46 W. 23rd Street, New York, N.Y.

THE standard of quality set by large national advertisers is most exacting. Only an advertising agency with facile pen, fine talent, long experience and expert facilities can successfully and continuously measure up to them. The prestige of the Wm. H. Rankin Company's clientele and the distinctive character of the campaigns prepared by it testify to an ability and service unusually fine. If performance is the gauge of an advertising agency, as it is of a product, then the Wm. H. Rankin Company deserves most serious consideration.



342 Madison Avenue New York City

Washington

Akron San Francisco Philadelphia London Tribune Tower Chicago, Illinois

Toronto

#### The Fact Is-

You are selling— The church is buying— It will pay you to get together!

The Church Buys-

Building Material, Furnishings and Equipment for

Gymnasiums
Social Centers
Schools
Auditoriums
Shools
Offices and Garages

That is a field worthy of your consideration—for the Church does buy. Whether it buys from you rests upon its knowledge of you. The Church knows EXPOSITOR advertisers.

#### The EXPOSITOR

The Minister's Trade Journal for 26 Years

Remember this fact—The Church spends the money of its members—not the money of the minister only.

#### The EXPOSITOR

F. M. BARTON COMPANY 701-710 Caxton Bldg. Cleveland, Ohio

Chicago 37 S. Wabash New York 17 W. 42nd St.

HUMAN

FOR ESS

ASY to address

Frank G.Shuman Co.

AND CHICAGO

CARAGO

AND CONTROL S.

CARAGO

AND CONTROL S.

CARAGO

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endured does not constitute, in its entirety, a shortage which must be made up. There are some distinct elements of shortage, chiefly in land transportation, but in most cases, the need or desire that was unsatisfied has passed with the lapse of time, and it is not to be counted as a reason for expecting a corresponding increase of trade in the future. What is to be expected, however, is that with the yearly increase of wealth through steadily growing production there will come corresponding effort to get back to the former living conditions and to improve them. That is merely the normal course of human nature. The trade of Europe and the rest of the world will then show the same sort of trend which that of the United States has been showing, and in that general increase there will be further opportunity.

One result of our change in economic status from a debtor to a creditor nation, is the increased readiness of American capital to seek or accept investment abroad. We are all familiar with the extent of foreign loans placed in this country in recent months. The proceeds of such loans go abroad, as a general rule, either in shipments of gold or as exports of merchandise, including raw materials. Unquestionably the large excess of our merchandise exports over imports last year represented in great part foreign loans placed there. Such loans may, and often do, mean continued foreign trade as well as these immediate exports.

A short time before he took office, President Machado of Cuba, in a speech at New York City. called attention to the remarkable growth of trade between Cuba and the United States in the last twenty years, an increase from \$70,000,000 to \$560,000,000. The Cuban President was merely congratulating the two countries on that trade, and did not go into the reasons for its development. If he had, he would have spoken, I have no doubt, of this very matter of foreign investments. For that is what has made possible wonderful trade with Cuba. It is

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## We can help you to develop your markets in South America!

Our Mr. Koppe sails soon from New York City for an extensive tour of South America covering the following countries:

## BRAZIL, URUGUAY ARGENTINA, CHILE, PERU

Mr. Koppe will be glad to make market surveys, investigate distribution problems for advertising agencies and their clients, and report potential sales possibilities for the products of American manufacturers interested in these markets.

## S. S. KOPPE & CO., INC.

Publishers' Representatives

Times Building

Bryant 6900

New York City

#### REPRESENTING

#### ARGENTINA

La Nación El Hogar Mundo Argentino

BRAZIL Estado de S. Paulo Fanfulla Diario de Pernambuco Revista da Semana Eu Sei Tudo A Scena Muda

#### CHILE El Mercurio

Santiago Valparaiso Antojagasta

#### Zig-Zag Sucesos Familia Los Sports

Corre Vuela

#### PERU El Comercio La Crónica Variedades Mundial

MEXICO

El Universal

El Universal Gráfico

El Universal Ilustrado

El Universal Taurino

URUGUAY Diario Del Plata El Plata Mundo Uruguayo



## in Massachusetts

#### Get your share of its business

488 grocers and 120 druggists supply the 33,000 New Bedford homes reached by the Standard Mercury. This one newspaper gets nationally-advertised products before the eyes of the whole market, and does it for less than you are accustomed to pay to cover a buying-center of equal size. A flat rate of ten cents a line means a great deal of advertising value at small cost.

We'll be glad to tell you more fully how you can stimulate your sales in New Bedford through using the Standard Mercury, or you can telephone Chas. H. Eddy Company, national advertising representatives, New York, Chicago, Boston.

Your advertisements can be beautifully reproduced in the Sunday Standard ARTGRAVURE section for 20 cents a line.

## NEW BEDFORD STANDARD MERCURY

National Advertising Representatives
CHAS. H. EDDY COMPANY

BOSTON

NEW YORK

CHICAGO

cl

estimated that more than a billion dollars have been invested in Cuba by Americans. Most of it has gone to help develop the production of sugar, tobacco and the other natural products of Cuba. That increased production has lead to the increased trade with us. It has given the people of Cuba correspondingly increased capacity to satisfy their needs and desires, and that very capacity to buy more has led them to want more.

#### GAINS IN TRADE WITH CUBA

In twenty years our trade with Cuba has grown about 700 per There has been no 700 per cent increase of the population of The actual increase has heen less than 50 per cent. with a 50 per cent increase in population and a 700 per cent increase in trade, it is made clear how the investment of American capital in foreign countries may develop American foreign trade to the benefit of all our people. It is clear that American capital is helping to restore the productive capacity and the buying power of Europe, a result that is certain to be felt beneficially in all countries. Increased buying power in Europe will be reflected in in-creased buying power generally throughout the world, for Europe draws its supplies from all parts of the world. As American capital seeks investment in other parts of the world - South America, Asia and elsewhere will. no doubt. results similar in character, although not in degree, to those obtained in Cuba. The experience of various nations over many years proves that trade follows invest-ment. The United States now has the great advantage, in promoting its foreign commerce, of being able to make foreign investments on a scale no other country can reach. That is a fact of much significance in considering the outlook for our foreign trade.

Evidence of the increased purchasing ability of the countries which furnish markets for our products is also to be found in the rates of exchange now ruling as compared with those of a year ago. These betterments in the rates of exchange all mean increased ability to purchase imports, whether from us or from other countries, which in turn are importers of our products.

I have been taking, of course, the long view of our foreign trade outlook. The elements which enter, of necessity, into consideration of the immediate future are too numerous to be discussed here. But when we hear, as we not infrequently do in these days, one or another of our friends or as-sociates speaking of repression in foreign trade, it is well to consider whether he is voicing a personal or a common feeling, whether he is describing an individual or a general condition. It is well, also, to remember that there has been considerable shifting in the manner of doing business which has affected profits, in some cases quite Buying has materially. been undergoing a marked change. Orders are more numerous, but for smaller quantities. The volume grows but the cost of handling the business increases out of proportion to the increase in amount. Thus, while we may rejoice at the steadily growing volume of our foreign trade, it may be quite true that the profit resulting from it is not as satisfactory as that derived from a smaller volume. And with a narrow margin of profit, influence which, at other times would hardly be noticed, may be felt keenly. In such a situation small matters may, through discussion produce unfortunate results. Constant prediction of misfortune not infrequently prepares the way for it.

In the long view, however. I think we have many reasons for confidence. Chief among them is the fact that the whole world is growing. Its production is increasing, and that means increased buying power. International trade grows as the world grows, and we may reasonably count upon getting our share. Such, in brief, is the situation facing our foreign trade; it is one of hopefulness and we should look forward to it as an increasing element in the prosperity

of our country.

## R. H. Miller, Export Manager, Turner & Seymour

ager, 1 utilet & Seymour
Royal H. Miller has been appointed
export manager of The Turner & Seymour Manufacturing Company, Torrington, Conn. He was formerly in charge
of the section of credits and insurance
of the Bureau of Foreign and Domestic
Commerce, Washington, and at one time
was export manager of Hannahsons
Shoe Company, Haverhill, Mass.

#### Lyle Janz Joins Houlihan Agency

Lyle Janz, formerly with the Commercial Advertising Company, Portland, Oreg., and the Oregon Motor Register, has joined the recently opened Portland office of James Houlihan, Inc., advertising agency.

#### Appointed Sales Manager of Simplex Shoe Company

H. P. Plass has been appointed sales manager of the Simplex Shoe Manufacturing Company, Milwaukee. For the last five years he has been advertising manager of the Weyenberg Shoe Manufacturing Company, also of that city.

#### H. A. Waterbury Joins

Joerns Agency
H. A. Waterbury has joined the copy
department of the Arnold Joerns Company, Inc., Chicago advertising agency.
He was recently with Vanderhoof &
Company.

#### Tampa, Fla., "Tribune" Sold

Tampa, Fla., "Iribune" Sold
The Tampa, Fla., Tribune has been
sold by W. F. Stovall, editor-publisher,
who founded the paper thirty-two years
ago, to a group of Tampa business men.
It is now published by The Tampa
Tribune, Inc., with the following of
ficers: President, Dr. L. A. Bize; vicepresident, L. B. Skinner; treasurer,
Russell H. Tarr, and secretary, M. W.
Lloyd. J. S. Mims, who has been
cashier of the Tribune, is now in
charge of the business department.

#### G. Lynn Sumner to Leave Woman's Institute

G. Lynn Sumner has resigned as vice-president in charge of publicity and sales of the Woman's Institute of Domestic Arts & Sciences, Inc., Scranton, Pa. His resignation becomes effective January 1, 1925, when he plans to engage in business for himself in New York.

#### F. D. Fox to Join L. P. Hardy Company

Fred D. Fox has resigned as vicepresident and manager of direct advertising service of Garrett & Massie, Inc., printing, Richmond, Va., to become associated with the L. P. Hardy Company, producer of direct-mail advertising. This change becomes effective July 1.

Don and William J. McGiffin, publishers of five Iowa daily newspapers, have acquired the Pekin, Ill., Times.

## Division Representatives Wanted

New York Atlanta Pittsburgh New Orleans Des Moines Minneapolis Kanaas City PRODUCING advertising salesmen who know the large and small buyers in these cities and adjacent territories and can sell them Deane-Bilt paint processed displays and signs. Appointments your city or St. Louis. Write fully.

EARLE DEANE CO., St. Louis, U. S. A. Gen. Office—6160 Maple Ave. Branches Principal Cities.



SMITH, DENNE & MOORE

TORONTO-92 Adelaide Street West

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#### A PARTIAL LIST OF ADVERTISERS IN HOSPITAL PROGRESS:

A. P. W. Paper Company Amer. Laundry Mchy. Co. Frank S. Betz Company Bonded Floors Company James B. Clow & Sons Davis & Geck, Inc. Dennison Mfg. Company S. Gumpert Co., Inc. Horlick's Malted Milk Co. Hygienic Fibre Company International Nickel Co. The Jell-O Company Johns-Manville, Inc. Chas. B. Knox Gelatine Co. Lewis Mfg. Company McCray Refrigerator Co. Meinecke & Company Merck & Company Parke, Davis & Company Albert Pick & Co. Scanlan-Morris Co. Seeger Refrigerator Co. John Sexton & Company The Simmons Company E. R. Squibb & Sons Stedman Products Co.

## 36% Increase

During the first six months of this year, advertising in *Hospital Progress*, the Official Magazine of the Catholic Hospital Association, has shown an increase of 36% over the same period in 1924.

Manufacturers selling Catholic Hospitals recognize the importance of establishing a proper sales approach and are effectively using the advertising pages of *Hospital Progress* in maintaining a satisfactory volume of business in this market.

Detailed information on request,

#### HOSPITAL PROGRESS

Published by

The Bruce Publishing Company

Established 1891

Home Office: 129 Michigan St., Milwaukee Eastern Office: 30 Church St., New York

#### GEORGE O. PRITCHARD

Formerly Vice-President of Philip Ritter Company

is now associated with

SACKHEIM & SCHERMAN, Inc.

A D V E R T I S I N C

218 WEST FORTIETH STREET, NEWYORK

"Serving accounts where copy counts"

#### Among our clients are:

Sherwin Cody School of English.

Frank E. Davis Fish Co.

Doubleday, Page & Co. (Partial).

Du Maurier Co.

Fireside Industries, Inc.

Annette Kellermann, Inc.

Carl Henry, Inc.

Home Supply Co.

J. M. Lyon & Co., Inc.

Little Leather Library Corp'n, (Robert K. Haas, Inc., Successor).

McKinlay, Stone & Mackenzie.

National Music Lovers, Inc.

Patterson Civil Service School.

Peerless Wire & Fence Co.

Pelman Institute of America.

Round the World Society.

Review of Reviews Co. (Partial).

#### War or Permanent Friendship with Japan?

(Continued from page 8) \$190,800,000 worth of American products, or \$29,600,000 less than the Japanese imports from your country. This means that the comparatively small islands of Japan, with an area of 170,000 square miles and a population of 56,000,000, consume more American goods than does all the rest of the vast territory of Eastern Asia and the islands of the Philippines and the Dutch East Indies combined.

"An examination of Japan's foreign with trade various countries reveals that the United States stands first in our export trade and that we sell to your country almost twice as much as we do to China. In 1922, our trade with America amounted to 44 per cent of our entire export business and 31 per cent of all our imports. And I am not taking an abnormal year for purposes of the contrary, illustration. On these figures for 1922 represent the normal trade conditions between the two countries."

In discussing these figures, Ambassador Matsudaira emphasized the conclusion that trade between the United States and Japan had promoted the prosperity of both countries. He explained that our business methods, machinery and materials had contributed to the industrial development of Japan, and that the expansion of American trade, by assisting in the improvement of living standards of his country, was largely responsible for the contentment and happiness of the Japanese people.

happiness of the Japanese people. "This remarkable and highly satisfactory commerce," he said, "can be further developed and expanded only under the conditions of lasting peace. War between the United States and Japan would destroy it utterly, and many years would pass before it could be recreated in its present volume. While there are a number of reasons for the impossibility of

## When Come You Come Mississippi Mississippi

Don't overlook the Mississippi Coast, now the most prosperous section of the State.

There has been recently an enormous rise in property values here, a much-quickened real estate market, and a resulting increase in the money being spent for the luxuries and essentials of life.

For many years a flourishing and prosperous locality, the Mississippi Coast is now an unusually promising field for what you have to sell. The medium which reaches most of these people is the Daily Herald. It is published in their midst and enters practically every home. The Daily Herald will being you results.

#### THE 攀 DAILY HERALD

Gulfport Mississippi Biloxi GEO. W. WILKES' SONS, Publishers

#### Advertising Salesmen Wanted

We are particularly desirous of obtaining the services of intelligent salesmen who have an advertising sense—who have proven their sales ability in selling where there was a decided sales resistance—who have had merchandising and advertising experience and have the personality to meet and deal with business men of the highest type—who are willing to locate in the following cities:

Alron M
Allanta Mi
Allantic City Mi
Buffalo Na
Cloveland Na
Cloveland On
Dayton Ph
Downth Ri
Hartford Ro
Indianapolis Sp
Jackzonotille St
Kansas City To
Voungatom

Memphis
Milvoukee
Minneapolis
Nashville
New Orleans
Omaha
Philadelphia
Pittaburgh
Richmond
Rochester
Springfeld, Mass.
81, Paul

State age, salary expected, selling experience, education, and such other references as will be of service in sizing up your qualifications, all of which will be held in confidence.

"M.," Box 49, Printers' Ink

#### The Adolph Schneiders live in Woodhaven

(Queens Borough, N. Y. C.)

On the same block live the George Vogels, the Herman Grohs, the Ernest Finks and the August Schuckenbachs.

Most Woodhaven homes are one-family houses. Immacuately kept. Children abound.

The Lord of the Household speaks German to the lady thereof because he courted her in that language in far-off Wurtemberg.

If you want to sell in Woodhaven, use our German lists. We have the Lists of New York's German Colonies.

#### Frank F. Lisiecki

Established 1890
MULTI-LANGUAGE PRINTING
TRANSLATING
SALES PROMOTION

9-15 Murray St. New York Phone Barclay 6570

### Wanted: an Agency Man

Account Executive or a Copy Writer, with a record of achievement in agency work, is offered a major opportunity in a New York Agency.

The man desired is young, ambitious, practical, has worthy ideas and ideals, and is a clear and forceful writer. He is a Christian, has pleasing personality, appreciates working with congenial associates and is looking forward to a partnership in a sound, growing, Nationally recognized Agency.

To such a man we can offer a substantial salary and a liberal profit-sharing arrangement, with every promise of a happy and prosperous future.

Please write stating experience, earning capacity, age, religion, etc. Confidence respected.

Address "A," Box 54, care Printers' Ink

war, this fact alone should prevent any further talk of armed hostilities between America and Japan.

"We cannot have war, with remote and highly problematical and speculative material benefits as a possible outcome, and, at the same time or for a long time in the future, enjoy the many and certain advantages of a peaceful and profitable trade. Japan infinitely prefers the development of her trade and friendship with her best international customer.

"We want more of materials and manufactured products, for larger purchases mean a wider expansion of our trade with the world and more and better opportunities for our people. We want to learn more of your business methods, your merchandising, and the wonderful power of advertising which your manufacturers are applying so effectively in our own and many other countries. For in selling our merchandise in larger volume in the many markets of the world we shall require those advanced business methods and practices which American business men have devised and applied so successfully.

"It is prophetic of many priceless things, I love to think, that both a golden and a silken cord stretch across the Pacific, an imperishable bond of promise. between your nation and mine. The two countries have a great and a common mission to fulfill, a great responsibility to shoulderthe further stabilization of peace throughout the Pacific. Japan is, and ever will be, happy and proud to join hands with America or any other nation in any endeavor looking to the establishment of permanent peace throughout the world."

Portsmouth "Times" and

"Herald" Merged
The Portsmouth, N. H., Times has been merged with the Herald of that city. F. W. Hartford, publisher of the Herald, has purchased the Times.

A. L. Scheurer Resigns as President of Kelly-Springfield A. L. Scheurer has resigned as pres

A. L. Scheurer has resigned as president of the Kelly-Springfield Tire Company, New York, effective October 1.



## **Busy Hands**

#### What do they do with your catalogs?

BETWEEN mailing and arrival, the catalogs you send must pass through many hands.

The office boy may bump the mailsack step by step down to the street. A husky truckman heaves it into a wagon that jars and jolts it to the post office. Uncle Sam's mail clerks sort and bundle your catalogs with hands that have no time to be gentle.

How your catalog will fare in all these hands depends on the sort of envelope you mail it in.

Ask your printer or stationer to show you an Improved

Columbian Clasp Envelope. Finger the strong, tough paper; notice how



This is the sturdy Improved Columbian Clasp, of high grade envelope paper, exceedingly tough and strong.

firmly the seams are gummed; see the clean cutting and folding; examine the rigidly anchored malleable steel clasp, which does not cut the fingers of those who handle it.

Nearly all good stationers stock the Improved Columbian Clasp. If yours doesn't, write the United States Envelope Company, Springfield, Mass., and you will be put in touch with a nearby distributor.

United States Envelope Company

The world's largest manufacturers of envelopes

#### Improved COLUMBIAN **CLASP ENVELOPES**

are carefully inspected to maintain their high quality. They are made by the world's largest manufacturers of envelopes

Eleven divisions assure good service to distributors These are:

Location

Worcester, Mass Logan, Swift & Brigham Envelope Co. Rockville, Conn. Hartford, Conn. Springfield, Mass, Waukegan, Ill. Springfield, Mass. Worcester, Mass. Worcester, Mass.

Plimpton Mfg. Co. Morgan Envelope Co National Envelope Co. P. P. Kellogg & Co. Whitcomb Envelope Co. W. H. Hill Envelope Co.

White, Corbin & Co.

Indianapolis, Ind. Central States Envelope Co. Pacific Coast Envelope Co. Monarch Envelope Co

San Francisco, Cal. Philadelphia, Pa.

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## PRINTERS'

A JOURNAL FOR ADVERTISERS ( Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CRYL TELEPHONE: ASHLAND 6500, President, and Secretary, J. I. ROMER, Vice-President, R. W. LAWERNCE, Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager. Atlanta Office: 704 Walton Building, GEO. M. Конк, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager. London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. Russell, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, ASSOCIATE Editor ALBERT E. HAASE, News Editor

EDITORIAL STAFE C. B. Larrabee Roland Cole
E. B. Weiss Bernard A. Grimes
Thomas F. Walsh

James H. Collins, Special Contributor A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker
Washington: James True
London: Thomas Russell

NEW YORK, JUNE 25, 1925

The Respon- Largely because of the pressure sibility for of competition, Sound Sales management has turned the major part of its attention in the last few years to distributing methods. Selling has grabbed and held the That is all well and spotlight. good within certain limits, but sometimes the pendulum has swung to extremes and stuck there. It is not overstating the case to say that selling and advertising have occasionally been elevated to high places at the expense of other factors which have a tremendous influence on sound sales growth.

Many factors combine to bring about a successful sale. Even the

simplest sale may be a complicated affair, if one begins to analyze the causes that operate to make a purchaser sign the order Yet the sale may not be blank. completed with the performance of that important act. "No sale is complete," says the credit man, "until the goods have reached their destination, been accepted and the money is in the bank.

Sales executives and their men accept that pronouncement, but with reservations. The credit man's caution irks them. It makes them feel that he is not the positive, constructive business builder that he ought to be. With that feeling as a starting point, it is easy for friction to develop between departments which in reality are working toward a common end, namely, the sound, stable growth of the business. Assume for the moment that credit men in general do not have the business-building point of view. Whose fault is it? Certainly not their own entirely. Part of the blame is on the sales department's doorstep. If the credit department lacks a selling sense some of the responsibility ought to be put squarely up to the sales department.

Not many sales managers would willingly shoulder the job gathering intimate financial data about their clients, making collections and enforcing terms. I work is distasteful to them. putting it another way, they want a department to do it for them, just as they want departments to look after traffic and production. That the sales department's influence should extend into all these other departments no one questions. But this influence ought to be one of co-operation. One of the heads of a mid-continent petroleum company made the suggestion recently that once a year at least the credit managers be invited to a joint meeting with the refinery sales managers bring about greater harmony between these sales factors. That is a sensible suggestion. The salesman needs to know more about the job the credit man is trying to do, and he owes it to the credit

)

man at the same time to give him the selling point of view just as completely as he can. Getting to-

gether might help.

Salesmen are the doughboys of business today. They are held responsible by management for definite achievements and they bear the brunt of a lot of opposition in going after their objectives. Most of them like it so long as they can see progress. They would like it still more if they would accept the added responsibility of planting and nurturing the sales point of view in the credit department or wherever else they believe it is lacking. Is there a more proper place where this responsibility for sound sales growth should be lodged?

We understand Picayune? that apartment Not at All house owners are reporting that a house which is in a desirable radio receiving location is a decided asset. Conversely, a house located in a section where radio reception is known to be poor-dead spots-is somewhat of a liability.

This is interesting—if true. Undoubtedly, the dyed-in-the-wool radio fan picks his apartment or his house with an eye to its possibilities as a favorable location for "getting distance" and perhaps there is a sufficient number of these fans to make some slight im-

pression.

However, the interest of this piece of news lies not so much in its application to the real estate field, as it does in the fact that other manufacturers may be more or less affected by the relation of their product to radio reception. The Kelvinator, the electric refrigerating device manufactured by the Kelvinator Corporation, Detroit, is a case in point.

Certainly, the Kelvinator would appear to be entirely immune from any loss of sales due to quality of radio reception. As a matter of fact, we do not know whether any dealer ever lost a sale for this reason. We do know, though, that the Kelvinator Corporation saw fit to publish the following item in a recent issue of its house magazine:

One of the engineers of the Radio Corporation of America has given us a method whereby most of the interference with radio reception by Kelvinator can

with radio reception by Activinates be avoided.
Place a one-half micro-farad condenser around the brushes (i.e. leads connected directly to the brush holders). The condenser will absorb the high frequency discharges which occur at any point where electric sparking occurs. The condensers are inexpensive and can be obtained from any radio shop.

This method should correct about 90 over cent of the trouble.

per cent of the trouble.

Now the point is that some manufacturers might look upon a matter of this sort as being of such picayune importance as not to warrant attention. The Kelvinator Corporation, apparently, did not feel that way about it. went to the trouble of querying an authority for information and then passed this information on to retailers. If it helps just one merchant to pacify an irate radio fan who is upset because the Kelvinator he purchased for his wife is interfering with his radio reception, it will have been worth more than the trouble entailed in securing it.

The dealers' problems-or at least most of them-are quite picayune, when viewed individually. Lump them together, however, and they assume serious proportions. Each little problem solved for the retailer means that much less for him to worry about and even though it is such a slight matter as an appliance's effect on radio reception it is well worth while to show the merchant how

to eliminate the difficulty. For an adver-

The Vital

tiser in search of Difference tangible exa ample that clearly shows the dif-ference between "free publicity" and paid advertising we point to the campaign that is being carried on by Californians, Inc., to attract permanent settlers to California.

Perhaps it can be said that California has had more boosters than any other American community. And those "boosters" have obtained for it reams upon reams of

"free publicity." We can, in fact, think of no other State that has obtained the amount of so-called "free" publicity that has been given to California. Publicity has

been lavished upon it.

Yet three years ago citizens and institutions in Northern California put up hard cash to buy advertising space. Since that time they have spent approximately \$1,250,-000 of cash from their own pockets to buy advertising space. They realized that you can control advertising: that you can guide it so that it will accomplish the job that you want it to do; while with publicity you are dealing with an element that can never be brought into subjection to your wishes and which, the law of averages shows, generally destroys or maims its own creator.

An Engineer One of the most interesting Sold on velopments in ad-Advertising vertising is the change of heart which comes to men primarily of a manufacturing and engineering type of mind when they finally adopt advertising as an integral part of their business policy. Such men, at first strongly opposed to advertising, often become its strongest exponents after they have used it consistently.

John D. Ryan, head of the Anaconda Copper Company, recently offered testimony concerning his conversion to a strong belief in

advertising.

During the recent sale of the Brothers' business, statement was made that in the early days, John Dodge, primarily a manufacturer and engineer, loathed advertising but later as he came to see that, well-used, it furnished motive power to sales, he believed in it as an integral part of his business policy. Now comes the testimony of Walter P. Chrysler, that wonder-working manufacturer who took hold of the depreciated-almost scorned-Maxwell Company and rebuilt it, making an aggressive going concern out of one which had come almost to a full stop.

Commenting upon the attitude of John Dodge, Mr. Chrysler was quoted in the Wall Street Journal

as saving:

"You say that in his early days John Dodge loathed advertising. So did I until four years ago. I considered it an economic waste. Like John Dodge, I was primarily a manufacturer. But I have no patience with the business man who cannot set aside the bias created by his own special experience and learn from the experience of others.

"When it was proposed to me that something akin to the Dodge process, only more intense be applied, I consented with a feeling of resignation-almost amounting to dismay. I have repeatedly said in public that I had no faith in it for almost a year. Later on I also said repeatedly in public that the Chrysler was primarily an engineering, a sales, and an advertising achievement.

"Knowing the past of the product the process of attaching the word 'good' to the Maxwell-despite the fact that we had moved heaven and earth to deserve itat the outset, almost gagged me. But I saw the very thing come true in public consciousness under

my very eyes.

"I still believe that advertising can be a terrific economic waste. I also believe it can be as much a power as sound manufacturing, sound finance and sound manage-

When a man who has an engineering mind looks into advertising carefully he usually becomes just as strongly sold on it as men like Ryan, Dodge and Chrysler. He comes to consider it "as much a power as sound manufacturing, sound finance and sound management."

When a sound engineer uses advertising he is likely to use it not as an experimental "campaign" but as a fundamental policy on a par with the other fundamental parts of his business. This process is a good thing for the future of advertising and likewise a good thing for the engineer.

## What advertising agents say:-

Rated Very High in This Office

THE DAN B. MINER COMPANY

Three copies of the WEEKLY reach us each week—one copy to Mr. Morris R. Ebersole personally, another to Mr. Charles F. Bouldin and a third to the Dan B. Miner Company. Printers' INK MONTHLY comes to the Dan B.

Miner Company.

As soon as the company magazine is As soon as the company magazine is taken out of the mail it has a label indicating that it is the office copy placed upon the front of it. On this label the names of the account executives, the space buyer and Mr. Miner himself, are placed and then the magazine starts circulating and each one looks it over and when they are finished with it they place a check after their name and it moves on to someone else. If there are items of special interest to some particular individual in the office, it is brought to his attention in different ways. Sometimes a penciled notation on the front cover to see a certain page, is used.

cover to see a certain page, is used.

In the course of a few days, the copies
of the Weekly are placed in a binder so
that there will be a complete file of the
Weekly issues kept in your regular binder for reference. I might say that this
permanent file is watched very closely and if for any reason there are copies missing there is bound to be a lot of protest raised by someone.

There is no question but that PRINT-ERS' INK is rated very high by every one in this office and is read more regu-larly and more carefully than probably THE DAN B. MINER COMPANY,
W. F. HANNAFORD,

Office Manager.

Used as a Personal Memorandum

CHARLES F. W. NICHOLS COMPANY

The PRINTERS' INK publications are used in our offices as a personal memo-randum, addressed to each man. They are routed through the organization, and if they do not move through fast enough, there are constant inquiries for the last issue of the Weekly or the Monthly. We also take the bound volumes every

quarter, and then we file the bibliography sheets. These are very convenient in looking up anything that has appeared in past issues of PRINTERS' INK.

CHARLES F. W. NICHOLS.

A Help in Conducting the Business

H. B. HUMPHREY COMPANY

Each and every executive of this agency reads every issue of PRINTERS' INK MONTHLY and receives considerable help and assistance in conducting our business. We would distill the conductions of the conduction of dislike very much to miss an issue. HENRY B. HUMPHREY,

President.

A Continuous Source of Inspiration

JOHNSTON-AYRES COMPANY

We find in both PRINTERS' INK and PRINTERS' INK MONTHLY a continuous source of inspiration. Since, fundamentally, there are no new ideas, one must rely upon new applications—new compressions—new compressions—ne rely upon new applications—new com-binations of what has already been, and your publications pyramiding the best, act as a never failing reservoir of practical suggestions.

We think so much of PRINTERS' INK

We think so much of PRINTERS' INK that our Research files contain copies without omission from 1912 to date. When each issue of PRINTERS' INK and PRINTERS' INK MONTHLY are received, they are carefully read and articles of interest to any of our various departments are marked and routed to that department head. In addition to the results commany, subscribing there. the regular company subscription, there are three individual or personal subscriptions.

Keep up the good work. JOHNSON-AYRES Co.

All Executives Read Both **Publications** 

STAPLES & STAPLES. INC. PRINTERS' INK and PRINTERS' INK MONTHLY both come to our office and

both are sent to my home, wh have ample time to read them. where I will

All of our executives read both publications which are passed from desk to desk and notation made of new copy angles or distribution methods used by other advertisers which may have some relation to our clients' business.

An advertising man is very much like He cannot keep on having successful plans go through his organiza-tion without filling up at the top. He must constantly whet his own imagination and add to his supply of information or he becomes a good deal drier than America is right now.

I hardly see how the advertising busi-ness could hardly exist without your

two most helpful publications.

Staples & Staples, Inc.,
H. L. Staples. President.

Of Value to Both Agent and Clients

SMITH, STURGIS & MOORE, INC.

SMITH, STURGIS & MOORE, INC.
It is our custom to check carefully
PRINTERS' INK and PRINTERS' INK
MONTHLY for any information which
may be of value to us or to our clients.
A member of our staff does this as a'
regular part of her work.
All of our executives and most of our
staff take PRINTERS' INK at their homes;
some, but not all of them, take the

MONTHLY.

We are continually finding something in these publications that is of special in these publications that is of special in these publications are special in the s value to either ourselves or to

> FRANK G. SMITH. President.

148 of a series showing effective coverage of national advertisers

## THE Pepsadent CO.

Newspaper advertising expenditures in 1924 \$800,000\*

Magazine advertising expenditures in 1924

\$561,303\*\*

#### Fourteen Pepsodent Company individuals who are readers of Printers' Ink and Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
K. G. Smith	Vice-President	Yes	Yes
W. S. Thompson	Assistant Treasurer	46	44
R. E. Spline	Manager Dental & Sales	66	66
E. A. Lawton	Asst. Mgr. Dental & Sales	66	64
H. P. Roberts	Advertising Manager	66	66
V. D. Elv	Asst. Advertising Manager	46	44
W. E. Hausheer	Export Manager	66	44
L. F. Scherer	Asst. Export Manager	66	44
F. C. Boggess	Purchasing Agent	44	66
H. R. Franke	Asst. Purchasing Agent	66	64
L. C. Hoffman	General Superintendent	6.0	64
H. B. Judd	Traffic Manager	64	4.6
I. F. Lane	Auditor	44	44
A. J. Freitag	Planning	44	44

<sup>\*</sup>Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

\*\*Compiled by the Crowell Publishing Company.

## An index of editorial merit

Without resort to premiums, cut prices, canvassers, bulk orders or other forced circulation methods, PRINTERS' INK, solely through editorial merit, now has the largest number of paid-in-advance mail subscribers in the history of the publication.

Out of a total of 20,587 net paid circulation, 18,084 are paid-inadvance mail subscribers, 2,279 copies were sold on news-stands; 151 bound volume sales and 73 current office sales.

The total edition for the issue of June 11 was 21,540.

## PRINTERS' INK WEEKLY

20,587 net paid circulation

### Advertising Club News

Advertising Golfers Start Cooperstown Tournament

Louis I. Goldman, of New York, was the winner of the qualifying medal at the opening of the annual tournament of the American Golf Association of Advertis-ing Interests. He turned in a card of 79, leading a field of forty-eight over the links at Cooperstown, N. Y., on June 22. The tournament will be played through

The tournament will be played through the week.

Frank W. Nye came in three strokes under Mr. Goldman. J. F. O'Connell, of Boston, and Raymond S. Rose, New York, tied with an 83, being closely followed by W. Roy Barnhill, who finished with an 84.

Mr. Barnhill was the winner of the opening handicap on June 21 with a 75, 4-71. Clair Maxwell, with a score of 69, carried off the low net prize. David Tibbott, of Boston, took second low net honors.

New York Advertising Post Hears G. W. Hopkins

Hears G. W. Hopkins, vice-president of the Charles W. Hoyt Company, Inc., addressed a meeting of the New York Advertising Men's Post of the American Legion on June 17. In his talk Mr. Hopkins advanced a number of practical suggestions on the importance and use of business reading.

The meeting was the last for this season. These regular luncheon meetings will be resumed early in September.

tember.

Buffalo and Toledo

Commissions Change Names
The Buffalo, N. Y., Better Business
Commission and the Toledo, Ohio, Better Business Commission have both changed their names, substituting the word "Bureau" instead of Commission.
This is in line with the general plan to standardize the names of the various
Better Business organizations throughout the country.

Dallas League to Broadcast Advertising Talks

The Dallas, Texas, Advertising League, will broadcast a talk on advertising from station WFAA, on the last Monday of each month. An elimination contest will decide the speakers for each talk. In addition to the speech the club will give a twenty-minute musical program gram.

Chicago Council to Visit Corn Products Plant

The Advertising Council of the Chicago Association of Commerce will visit the Argo, Ill., plant of the Corn Products Refining Company on June 30. This will be the seventeenth "Little Journey" which the council has taken.

#### Engineering Advertisers Elect Officers

J. R. Hopkins, advertising manager of the Chicago Belting Company, has been elected president of the Engineering Advertisers' Association, Chicago. S. B. King, Sullivan Machinery Company, was elected first vice-president; J. H. Gregory, Barber-Greene Company, second vice-president; F. A. Emmons, Foote Bros. Gear & Machine Company, secretary, and C. G. Rehnquist of The Webster Manufacturing Company, treasurer.

The following were elected directors to serve two years: J. F. Weedon, Peoples Gas, Light & Coke Company; F. R. Adams, Pacific Lumber Company, and M. J. Evans of the Republic Flow Meters Company. L. C. Pelott, Western manager of the Penton Publishing Company. was elected a director on behalf pany, was elected a director on behalf of the associate members.

#### Detroit Bureau Warns Public

The Better Business Bureau of Detroit, is using newspaper advertising to warn the public against "land contract fakers.

The advertisement is headed "Suckers Wanted by the Land Contract Faker," and goes on to explain the method used by dishonest real estate method used by dishonest real estate dealers and salesmen, in securing cash loans against worthless securities, which are generally in the form of "land contracts." The bureau emphasizes the necessity of investigating the financial status of the borrower and also certainty as to whether the land offered as security is really worth the price set in the contract. contract

#### Richmond Club Plans Church Advertising Departmental

The Richmond, Va., Advertising Club is planning the organization of a church advertising departmental. At the first meeting, to be held on July 1, Herbert H. Smith, Philadelphia, director of publicity, General Assembly of Presbyterian Churches of the United States, will be the initial speaker.

#### W. M. Savage Again Heads Illinois Poster Association

W. M. Savage has been re-elected w. M. Savage has been re-elected president of the Illinois Poster Adver-tising Association. Other officers elected were: Vice-president, David Jarrett; secretary, B. W. Robbins and treasurer, W. L. Busby.

#### Providence Criers Have Outing

The Town Criers of Rhode Island, Providence, held their annual outing and water carnival on June 20, at Rocky Point, R. I.

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#### H. B. Fenn Wins Advertisers' Golf Tournament

H. B. Fenn won the low gross prize H. B. Fenn won the low gross prize in the season's second tournament of the Metropolitan Advertisers' Golf Association, which was held on June 16 at the Ardsley Country Club. Mr. Fenn, who is president of the association, turned in a 74. Over 100 players took part in the tournament.

The low gross for the morning round was a seventy-five, made by J. N. MacDonald while the net went to P. A. Skelton, with a sixty-seven. R. P. Clayberger, had a low net of 67 in the afternoon round.

afternoon round. The next tournament of the associa-tion will be held at the Oakland Golf Club on July 23 and the finals will be played on September 15 at the Briarcliff Club.

W. C. Harper Advanced by Alabastine Company

Alabastine Company
W. C. Harper, who has been with
the Alabastine Company, Grand Rapids,
Mich., manufacturer of Alabastine, for
the last twenty years, has been appointed
sales manager. He first joined the company as a retail salesman. During the
last ten years he has traveled throughout the country as a jobbers' salesman.

#### George Batten Appoints E. D. Rogers

Eugene D, Rogers has been appointed art director of the Chicago office of the George Batten Company, Inc. He was formerly associated in a similar capacity with Erwin, Wasey & Company, Chicago, and the Procter & Collier Company, Inc., Cincinnati.

#### Shoe Workers Union Planning New England Campaign

The Boot and Shoe Workers Union, Boston, is planning a newspaper campaign in the New England States. This campaign will be directed by The Goulston Company, Inc., Boston advertising

#### Washington University Honors E. Lansing Ray

Washington University, St. Louis, recently conferred the honorary degree of Doctor of Laws on E. Lansing Ray, publisher of the St. Louis Globepublisher Democrat.

#### H. P. Simpson to Leave General

Outdoor Advertising H. Prescott Simpson, Pacific Coast representative of the General Outdoor Advertising Company, at Los Angeles, has resigned, effective July 10.

Joins Detroit "Free Press"

R. Bruce Munro, formerly of Toronto, Ont., has joined the advertising
staff of the Detroit Free Press,

#### Independent Oil Men Begin Campaign

The national advertising campaign of the Independent Oil Men of America, a division of the National Petroleum Marketer's Association, was started June 13.

June 13.

The campaign is part of a carefully worked out plan which provides for local application of the ideas set forth in the national advertising. This includes newspaper and outdoor advertising and displays for filling stations. The common denominator of all these activities is a red eagle spread upon a black triangle, official emblem of the Independent Oil Men of America.

The national advertising is already underwritten. It is being directed by L. V. Nicholas, president of the Independent Oil Men of America.

### Kenneth S. Keyes Agency

Changes Name
The Kenneth S. Keyes Company,
Atlanta, Ga., advertising agency has
changed its name to the Cotton States
Advertising Agency. Mr. Keyes has
resigned to enter the real estate business in Miami, Fla. Allan C. Gottschaldt has been elected president and
Richard Thorndike secretary. Richard Thorndike, secretary.

#### Thurlow Gloves to Be Advertised in Fall Campaign

The Thurlow Glove Company, Portland, Oreg., will use newspapers and farm papers covering the Pacific Northwest in a campaign which it is planning to conduct in the fall. This advertising will be directed by the Portland office of the Honig-Cooper Company, Inc., advertising agreement. vertising agency.

#### J. Walter Thompson to Transfer S. K. Ellis

Sherman K. Ellis, manager of the San Francisco office of the J. Walter Thompson Company, advertising agency, will return, after July 1, to the Chicago office as a member of the executive staff. The San Francisco office will be in charge of Kennett W. Hinks and in charge of J. Mark Hale.

#### Ballard Joins Bland

Bland Ballard, formers, Larchar-Horton Company, Proving tising agency, has joined The moany, Boston advertising with the formerly with providence rined The advertising agency, has joined The Greenleaf Company, Boston advertising agency. He also has been with the Manternach Company, Inc., Hartford, Conn., and Danielson & Son, Providence.

#### Made Vice-President of U. S. Printing & Lithographic Co.

F. M. Seamans, lithographic sales manager of the United States Printing & Lithographic Company, New York, has been elected vice-president. He will continue in charge of lithographic

## The Little Schoolmaster's Classroom

"IF you would win a man to your cause, first convince him that you are his true friend. Therein is a drop of honey which catches his heart, which, say what you will, is the greatest highroad to his reason, and which, when once gained, you will find little trouble in convincing his judgment of the justness of your cause, if indeed that cause be really a just one. On the contrary, assume to dictate to his judgment, or to command his action, and he will retract within himself, close all avenues of approach to his head and his heart, and though your cause be naked truth itself transformed to the heaviest lance, harder than steel and sharper than steel can ever be made, and though you throw it with Herculean force and precision, you shall no more be able to pierce him than to penetrate the hard shell of a tortoise with a rye straw."

There is good sales advice that has been swept clean of figures, technicalities, froth and fluff. It expresses the very core of action.

Did a sales manager write it? No; it will be found in an almost forgotten speech that was made by Abraham Lincoln. It was sent to the Schoolmaster by a busy man who, in spite of the fact that he puts in twelve hours, is not too "busy" to find time to read and who says that he gets "the same kick out of PRINTERS' INK and PRINTERS' INK MONTHLY that he gets out of a new suit of clothes."

In sending it he said: "I think, without exception, that it is the greatest sales message ever written. It should be committed verbatim by every salesman in America."

The Schoolmaster is delighted to present to the class this "find" of John A. Price, of Pittsburgh, who gets pleasure out of reading and who has mastered the art of turning into practical application the things written to help him in

his work.

If the Schoolmaster ever decides to deliver a lengthy lecture to the Class, it will be a preachment on the great wisdom of not talking about an advertising contract until it has really been closed and the advertiser has put his name on the And he might go a step farther and explain that even then it is still too early to comment upon it. In fact, a very sensible thing is not to talk at all about the business that has been closed. A well-written advertising contract and one that has been well sold speaks much more loudly in praise of the advertising man who accomplished the deed than any comment he may make.

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Brook

This thought comes as the result of a revery following the hearing

of this little tale:

It seems that a young friend of the Schoolmaster had recently secured a most interesting connection with a well-known advertising agent. This young man, after months of laborious searching for a new account for his employers, fell in with a most likely prospect. He made excellent progress and the future looked most cheerful so cheerful, in fact, that the young man could not refrain from giving an inkling of the pleasant news to a man he knew very well.

This close acquaintance, being much pleased and exceedingly gratified with the good news, mentioned it joyously to another individual. And so, over a pleasant week-end, the glad news spread. And during that week-end, various wide-awake advertising men heard the delightful bit of news that So and So were about to emerge from long years of silence and tell their story to the four winds and from the housetops.

Each one of these advertising men said to himself: "Well, that's good news. The first thing in the morning, I shall look them up."

Before Monday came to a close, that prospective advertiser had been visited by four really worththe

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# Some "Meaty" Facts

from a recognized agricultural economic authority\*

K ANSAS for its crop year of 1924-25 had an Available Cash Income of \$332,500,000. This was cash sales less taxes and interest. This available farm income exceeded that of any other state in the "wheat belt" by 37.2 per cent, and only four other states in the Nation had as large or larger available incomes.

The Purchasing Power of this Kansas income is 117.2 per cent of the prewar average of 1909-10 to 1913-14. This index figure represents the amount of goods which the income would purchase at prevailing prices. Only two states with as great a total income have as high or higher index figures for Purchasing Power.



Arthur Capper publisher of Kansas Farmer says:

"In recent srips through Kansas, I have been impressed by the healthy, optimistic conditions of Kansas agriculture and business. While our wheat crop will be somewhat below normal in production, the price promises to be well above that of last year. Kansas is in good condition."

For the first five months of 1925, Kansas Farmer made a greater gain in Commercial Advertising than any other weekly state farm paper, with two exceptions. It has also gained every issue since May.

\*Figures for available cash income, and index of purchasing power are from reports of the Brookmire Economic Service, Inc.

# KANSAS FARMER

Published by Arthur Capper Topeka~Kansas

#### PREMIUM ADVERTISING, ECONOMICAL AND EFFECTIVE

Premiums will not only produce new business; they will also hold old business. —Other forms of advertising have to be paid for before they produce business, and the cost does not necessarily bear any fixed relation to results.

—The cost of premium advertising is paid for after sales have been made, and the cost is always in proportion to the business resulting from its use.

business resulting from its use.

—Booklets explaining everything mailed on request. Please state nature of business.

THE PREMIUM SERVICE CO., Inc.
190 Franklin Street New York



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company 607 Caxton Building: Cleveland, Ohio

### Training for the Business of Advertising

HERE'S a book crammed full of facts you must know to succeed in advertising. Every function of advertising is presented in detail. It tells you how to get the experience you must have. No theories. Just the practical facts men and women need to succeed. \$1.50 prepaid or C.O. D. George B. Woolson & Co. 116-C West 32nd St., New York City.

while advertising men. In the evening, sitting in his easy chair, the man who was being bombarded so solicitously said to himself: "Well, well! Perhaps we had better think all this over. Possibly by asking all of these men to submit their ideas, we may hit upon a better thought than the one we almost decided upon last week."

And so it happened that when our young friend went to the prospective client for the final signature, he was informed that a few weeks more of deliberate thought was deemed necessary. And then, a few weeks later, there came to him the news that So and So had placed their advertising contract with a competing agency.

To the experienced salesman, this little incident may seem bromidic. And doubtless it is just that. But it may be that one who reads this may be a novice in the business of selling his employer's goods or his service. And in such a case, it may be that this advice will fall upon willing ears and a heedful mind. If so it prove, then older and more experienced men will agree with the Schoolmaster that this thought has, in this rare instance, resulted in good in being passed along.

To err is human; and this is as true of the best salesmen as it is of the common run of folks. Even a good sales manager will wobble once in a while, as the Schoolmaster noted a few days ago. For instance, it's a hackneyed truism that if an article isn't sold on its merits and for positively no other reason, the sale benefits nobody and is a heavy liability to the seller.

Here was the story as the sales manager gave it out: The Blank Company is a very large buyer of this sales manager's commodity call it office furniture, steel wire, advertising space, or anything you

### "GIBBONS knows CANADA"

TORONTO

Limited, Advertising Agents

MONTREAL WINE

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ONE of the oldest and best established newspapers in one of the three largest cities in the country, is in the market for an

# Advertising Manager

The very fact that this page advertisement appears in Printers' Ink at a considerable cost to us, is evidence of our earnestness in wishing to get in touch with the nation's very best advertising personnel.

It will be a sheer waste of time to apply for this position unless you have had a wide experience and unless you have shouldered managerial responsibilities in an advertising sense. We shall naturally give preference to a younger man.

Write, stating in full past experience, present employment and other qualifications, together with any record you may have made on other newspapers. You need not state salary expected as that can easily be adjusted if you possess the other necessary qualifications.

We are not concerned so much with what we have to pay as with the greater question of getting the right sort of man. We should like you to state, however, whether you would be willing to run on and visit us at our expense if your experience and qualifications lead us to see possibilities in your application. Apply to "C.," Box 53, care of Printers' Ink.

## LITHOGRAPHED LETTERHEADS

For \$1.25 PER THOUSAND

THIS low price applies to lots of on our white Paramount Bond, 20 lb. hash. A Beautiful, Strong, Snapry Collection of the Collection of th

GEORGE MORRISON CO. 422-430 East 53rd Street, New York City TELEPHONES PLAza 1874-1875 Estabilished 1898 incorporated 1905

Truth made vivid—THIS is good copy. And, like all true Art, it invariably has the magnificence of simplicity.

Such copy is my hobby; it is also my work. When man's work is his hobby, the unusual frequently

I seek an association where I may congenially indulge my hobby, that in so doing my work shall contribute to a higher standard in printed salesmanship.

Address "B.," Box 52, Care of Printers' Ink

Subscription 83%

attest the reader interest of the

American Cumberman

Est. 1873 CHICAGO, ILL. A.B.C.

like. But the sales manager had never been able to break in, to any large extent, so he put his star salesman on the job. After six months' steady effort the star man had corraled a little business but no decent proportion of the Blank Company's total purchases. Becoming impatient, the sales manager took his star to task in the mild manner of sales managers when dealing with stars, and the star, chafing a little, went back to the job determined to crash in or know the reason why

know the reason why.

Then came the "big moment."
The star returned to his chief with tight lips and a "now it can be told" look. He got to the purchasing agent, he said, who slipped him the real dope in one of those bursts of confidence to which purchasing agents are subject in the presence of persistent salesmen. The real inside reason the salesman had not been able to get more of Blank Company's business, it was divulged, was because the Blank Company also had a product to sell, and the salesman's company had never bought much of it.

The sales manager, momentarily stunned by the enormity of the situation, and infected by the hopeless despair of his star man, decides to "start something." There is an executive committee meeting and the purchasing agent is brought upon the carpet. The evidence against him is damning. He drags himself, chastened, back to his desk, calls up the Blank Company, asks to have a representative call, and fixes up an order.

Time, as they say, passes. The plot, as they also say, marches toward its dénouement, which is that orders from the Blank Company stop coming altogether. Then comes the big surprise in the last act and the disclosure is made that shortly after that fateful interview when the star salesman, instead of

LETTERING and DECORATION

144 W.28 RALPH E. DEININGER LACKNA
NEW YORK ADVERTISING DESIGNER 4749

ON KNA 4 9

# SALESMANAGER WANTED

HOUSE-TO-HOUSE HOSIERY CONCERN

Big chance for promotion from the ground up

WE seek the services of a man who has been all through the mill of the direct hosiery-selling business. Preferably one who is now well connected in that capacity. We desire no hopefuls or experimenters but a man who has arrived and is sure of his ground. This concern has unlimited capital and plans to proceed along broad constructive modern lines. Write in full detail stating salary desired. Address "Z", Box 50, care of Printers' Ink.

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### Offset Gravure

Some of our clients think they have made a find. Certainly we

cover an amazing range of work for them-from type booklets to process color posters. Their praise is our pride.

May we send you specimens?

#### OFFSET GRAVURE CORPORATION

110 Seventh Avenue Long Island City, N. Y. Tel.: Astoria 7101

Sales Executive Available

Thoroughly competent in the organization and direction of a sales staff. Conversant with general advertising and sales promotion. Good personal contact man. Open for a good connection either man, Upon for a good connection either to sell or to direct a sales department. Address "V.," Box 197, care of Printers' Ink.

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct bymail booklet and catalogue work on'y, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R.," Box 23, care of Station. As



Original Sketches. To your order any size \$1.50 each. H. H. JACKSON 200 Fifth Avenue Room 423 New York City

selling the best he knew how. stopped to listen to that siren song of "inside dope," the purchasing agent of the Blank Company had signed a contract with a competitor of the star salesman's company for all its requirements for a long time.

Reciprocity in business is an imp that lies, like Truth, as every sales manager worthy of the name soon comes to see. There is nothing to The salesman who listens to the reciprocity argument, is lost. He can't let a purchasing agent talk about it without compromis-ing himself. He must pretend not to hear. If he says no more than "Is that so?" he has admitted that his goods or his proposition are of no real value to that buyer.

And the sales manager who listens to the plaint of the salesman about reciprocity is lost-temporarily. When he comes to himself, woe betide the next salesman who comes to him with the we-don'treciprocate alibi.

It is not often the Schoolmaster dons the robes of a prophet. He has denied himself this pleasure because he believes that soothsaying, at least, is one pleasant sport which should not be indulged in during business hours.

However, he is going to essay the role this once. His prognostication is that a new advertising fad is on the way; that this fad will deal the death blow to the cross-word puzzle advertising fad; that it will flare up on the horizon for a brief spell and then sink to oblivion while advertisers seek for another to take its place.

The new fad is going to centre around Capt. Roald Amundsen

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The Ohio, with Dayton for th

Outdoor Advertising of Every Description Painted Walls, City, Highway and Railroad Bulletins

Outdoor Advertising Associates, Times Building, New York Telephone Bryant 0580



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and those who accompanied him on his flight to the North Pole. These six intrepid explorers, individually and collectively, are going to do their bit to lend glamor to the advertising of probably hundreds of articles. Some of these references will be made with the permission of the Amundsen party. Others will be run without their knowledge or consent. Some of the advertisements will make logical tie-ups with the trip. Others will be terribly far-fetched. A few manufacturers will seize upon the copy opportunity while it is still news. Most of those who build copy around the polar trip, however, will chime in long after popular interest has died out.

The Schoolmaster has spoken.

#### Liggett Company Reports Record May Sales

The Louis K, Liggett Company, operating a chain of drug stores, reports sales for the month of May amounting to \$3,566,277 as compared with \$3,267,073 for May, 1924. This figure exceeds gross sales for any one month in the company's history with the exception of December which includes holiday sales.

M. R. Quick Joins Allen G. Miller Company

Maurice R. Quick has joined the Allen G. Miller Advertising Agency, Grand Rapids, Mich., as copy and contact man. For the last year he has been free lancing.

#### Soap Account for Dayton Agency

The Beaver Soap Company, Dayton, Ohio, has placed its advertising account with The J. Horace Lytle Company, Dayton advertising agency. Plans call for the use of newspapers.

### An Interview Will Prove My Qualifications for a Major Sales Executive Position, Field or Desk.

Now earning \$12,000 plus, but work not congenial. Thorough experience in tangibles and intangibles.

Exceptional references. Wide acquaintance. Age 35. Christian. Good 6 foot appearance.

Salary or commission or both. Title no object, it's the future that counts!

Address "D.," Box 51, care of Printers' Ink.

#### Research Man-

College graduate, M. A., age 33; 3 years in charge of investigations for a business bureau. Available after July 1. Salary \$4,200. Address "T.," Box 194, care of Printers' Ink.

### Circulation Manager Wanted

for new business paper. Must have had business-paper or trade-paper experience. Salary plus bonus arrangement. Means a big job for the right man. New York location. Address "E.," Box 55, Printers' Ink.

# Cut Folding Costs 90% Baum Automatic Folder

"FASTEST SELLING FOLDED IN AMEDICA!

RUSSELL E. BAUM (Bchs. Everywhere) 615 Chestnut St., Philadelphia

### Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25 First Forms Close Friday Noon; Final Closing Saturday

#### BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

EASTERN CORRESPONDENT of leading merchandising trade paper desires to represent one additional publicasires to represent one additional publication on word rate basis. No salary or
retainer sought. Box 565, Printers' Ink.
A Day Company 12"x82" Three-Roller
Mill, direct connected and complete with
10-H.P. Motor, thoroughly overhauled
and put in A-No. 1 condition. Will be
glad to show the mill set up on an operating floor to anyone interested. Frice interesting. Apply Detroit Graphite Company, Detroit.

### Trade Paper For Sale

If you are interested in taking over an established monthly trade paper, small enough to work in with your present organization, here is an unusual opportunity.

The paper is the only publication covering a highly specialized and prosperous field, reaching dealers in individual lighting and power plants used on farms, resorts, etc., and offers possibilities that a publisher should be quick to

It is offered at a very low figure because of a disagreement among the pres-ent owners and is being sold along with

several other publishing properties.

This is a mighty good proposition that in the right hands can be developed into a valuable publishing property.
Address Box 563, Printers' Ink.

#### HELP WANTED

WRITER for important magazine of na-WRITER for important magazine of national circulation. State fully age, education, experience and salary desired, and enclose sample of work, which will be returned. Editor, Box 103, Madison Square P. O., New York City.

EDITOR WANTED for semi-technical monthly in textile-apparel field. One who can interview prominent men in the industry and write authoritative articles.

Salary moderate at start, Good future for hard worker. Address Box 550, P. I.

#### DIRECT-MAIL MAN WANTED

DIRECT.MAIL MAN WANTED Young and progressive printing company in Newark, N. J., wants a young man for its advertising service department. By his sound ideas and experience, especially in direct-mail methods, he will be largely instrumental in building up the department. This is undeniably a good opportunity for the man who can qualify. In writing, please be specific in details concerning your educational and business background and state salary expected. Box 551, P. I.

#### WE CONNECT THE WIRES

WE WANT ADVERTIS-ING COPY WRITERS AND SPACE SALESMEN, young men who have proved their ability and are seeking advancement.

We operate as an employment bureau in the advertising and publishing field. No registration fee.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LO'G., SPRINGFIELD, MASS.

#### PRODUCTION MAN

"Four A" agency is looking for a young fellow who is assistant somewhere, but is ready to take charge. If he knows typog-raphy, so much the better. Ad-dress Box 562, Printers' Ink.

Advertising-Display Salesmen
We manufacture Genuine Photographs

We manufacture Genuine Photographs for window and counter displays, also a complete line of direct-mail advertising and have a few choice territories open for high-grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, references, etc., in first letter.

ADVERTISING SALESMAN—to sell our direct-mail syndicated advertising our direct-mail syndicated advertising service to business and professional men; splendid opportunity for right man; permanent future; if you are used to earning \$500 or more monthly on commission basis and desire to improve your position, we have the ammunition. The Service System, 442-444 Elizabeth Ave., Newark, N. J.

#### CONTACT MAN WANTED IN DIRECT ADVERTISING FIELD

Must be a high-grade man of the salesman type with extensive experience. One who can promptly grasp a mar-keting or merchandising problem and de-velop and sell a plan which will produce desired result.

An old and substantial house offers the right party a splendid opportunity to secure not only a permanent and good paying position, but also an interest in the business without any material investment.

Address in confidence Box 555, P. I.

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sell ising Advertising Solicitor—Clean-cut young man about 22 years old, college educa-tion, for soliciting advertising for well-established, high-class technical publication on a salary-commission basis. Ex-cellent opportunity to learn the advertising and publishing business. Box 549, Printers' Ink.

#### MISCELLANEOUS

Art Color Building, 209 and 219 West 38th Street (near Seventh Avenue), 2,000, 4,000, 6,000 square feet newly divided spaces in up-to-date, 12-story, strictly fireproof building. Apply on premises or telephone Pennsylvania 1819. For Sale-200,000 addressograph stencils

For Bale—200,000 addressograph stencils containing names of parents who inquired about Prof. Beery's Course in Child Training. Five years old.
These names can be circulated on Children's books or the stencils can be stamped over with new names at a big saving over cost of new plates. What saving over cost of new plates. We do you offer?

MAIL SALES CORPORATION
222 W. 18th St.

New York

New York City

#### POSITIONS WANTED

Artist-young man, seeks steady posi-tion or free lance; two years' general experience in character studies, illustra-tions, cartoons, poster retouching, some lettering. Box 557, Printers' Ink.

Advertising Manager available to some N. Y. concern desiring a keen, intelligent man, 28, with the experience, ability and sound judgment to meet competitive conditions in an unusual way. Box 560, P. I.

Philadelphia

Only

seasoned adv. man 4 A's Agency exp. and adv. mgr. large natl. adv. 26, college graduate. Box 546, Printers' Ink.

TRAINED-Age 26. Now employed. Six years' advertising department experience. Three years' association with Art Director. Written articles for trade papers and general magazines. Samples of work available for inspection. Specially qualified for dealer promotion work. Box 558, P. I. dealer promotion work.

#### General Editorial Position

on books or magazine. Master of correct English. Can raise standard of periodical using manuscript by untrained writers.

Now employed. Available outside New
York Sept. 1; earlier inside. Box 559, P. I.

All Around Advertising Man with accounts obtained through his copy and merchandising plans wants to affiliate with recognized N. Y. adv. agency on salary basis. You must need a man in copy and plan dept. to use this man. His present business will cover salary wanted. Christian, 32, experience with largest N. Y. and Chicago agencies. Box 571, P. I.

HARDWARE, SPORTING GOODS, BUILDING MATERIALS

Advertising man with eleven years' well rounded experience, principally in these lines, seeks position as assistant to advertising manager of a large manufacturer. Plans and produces all forms of advertising and sales helps. Age 33, married. Box 554, Printers' Ink. Advertising Woman—Possessing well-proportioned combination of adaptability and initiative wants position with agency or other organization. Copywriting, production, mail-order exp. Box 561, P. I.

Proof-Reader and Copy-Editor Nine years' experience, desires position with publishing house or advertising agency. College graduate. Address Box 564, Printers' Ink.

Copy Chief—10 years' exp. handling diversified accounts with AAAA agencies, national, mail order, merchandising exp. Wants position with N. Y. agency. Available July 1. Excellent references from present position. Gentile, university graduate, married, 34. Real sales ability in getting new accounts. getting new accounts. Box 570, P. I.

Creative advertising manager available about July 15th. Now engaged in special edition work but desires permanent position. Seeks position where general newspaper experience and versatility are needed? Would buy circulation and work advertising on salary and bonus. Will come for interview. Box 552, P. I.

ARE YOU THE MAN!

who needs an assistant, 24, with a thor-ough knowledge of advertising and a work-able knowledge of printing and production. Three and one-half years of agency, printing and mail-order experience and a

college training have prepared me for you. Box 566, Printers' Ink.

I want a chance to work with some-one who can profitably employ origi-nality, enthusiasm and an unusual ability as a writer. I am more interested in an opportunity for development which shall reflect mutual advantage, than in initial remuneration. If you can use a man who believes in himself and who knows that success must reward service, address Box 548, Printers' Ink.

I OFFER—Knowledge of buying advertising of all kinds, keen judgment of markets, initiative, ability as speaker and writer, good personality and absolutely dependable, loyal service.

I SEEK—Connection where opportunity

for increasing earnings, congenial, permanent. Now earning \$5,500. Available after two months. Prefer Pacific Coast. Address Box 547, Printers' Ink.

Some Firm Needs My Services
For the past five years I have directed
the advertising of a good sized concern
and my experience should prove profitable to a larger concern that is in need of a capable assistant advertising man-ager. Reasons sufficient to myself make a change desirable. I am married, and 29 years old. All the references that may be desired will be furnished. Ad-dress Box 556, Printers' Ink.

#### ENERGETIC YOUNG MAN

Am seeking an opportunity to make a permanent connection with an estab-lished concern, where ability, personal-ity, and hard, conscientious work will offer a good future.

Have 3 yrs. sales and advertising ex-perience, both inside and outside. Uni-versity graduate, 26 yrs. old, excellent references. Future is first consideration. Address Box 553, Printers' Ink.

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# CHANGES COME THICK AND FAST IN NAT'L FARM PAPER FIELD

In spite of the many changes now occurring in the national farm paper field, none has been more startling—or more richly deserved—than the remarkable growth of Capper's Farmer.

To many it will be news that Capper's Farmer gained more revenue in 1924 over 1923 than any farm paper published—that Capper's Farmer has doubled its linage since 1921—that Capper's Farmer has for 3½ years consistently carried more motor car advertising than any monthly national farm paper.

To the student of farm papers, however, it will be acclaimed as the natural result of a strong publication having continually cultivated the most prosperous farming section of the country with an unusual and unique editorial program.

Since this approval has been expressed in such a substantial way, advertisers and their agents may rest assured that Capper's Farmer will continue to serve its 800,000 farm homes with the same unique interest-holding editorial plan (improved as it seems possible).

Advertisers and their agents may rest assured that if Dame Nature continues to cooperate with the progressive kind of farming that prevails there, the Midwest will remain the outstanding primary farm market for high-grade merchandise.

And advertisers and their agents may rest assured that Capper's Farmer will continue to be the dominant agricultural and merchandising influence in the Midwest.

# Still going up!

THE May circulation of The Chicago Tribune for the past four years is as follows:

### MAY

Daily	Sunday
1922—507,600	787,153
1923—553,161	877,118
1924—594,938	916,562
1925—643,610	1,020,121

Note that in three years The Chicago Tribune's circulation has increased 136,000 weekdays and 232,066 Sundays.

More and more people are buying The Tribune and advertisers will receive more and more for their money spent in this wonderful medium.

# The Chicago Tribune

MTHE WORLD'S GREATEST NEWSPAPER

Circulation Over 600,000 Weekdays and Over 1,000,000 Sundays